

COLOR PERFECT

Wallpaper

1940

A DISTINCTIVE PORTFOLIO
OF
DISTINCTIVE WALLPAPERS

SEARS ROEBUCK AND CO.



ECONOMY GROUP

All standard quality papers printed with fadeproof colors, priced as low as 5c a single roll. There's a variety of patterns and colors, chintz effects, dots, stripes, florals . . . all semi-trimmed. A big selection to make your home more attractive.



ECONOMY GROUP

Amazing values in wallpaper! Every pattern printed on standard quality 9-oz. paper stock with fadeproof colors . . . every roll semi-trimmed! Priced as low as 5c a single roll, but comparable in value to papers selling up to 30c! To you, this means good decoration at sound savings . . . it means decoration that will not fade for years . . . it means that the Color-Perfect wallpaper you have chosen has been rigidly tested to meet the highest standards of quality established by the wallpaper industry. For washable quality papers, see the Budget and Decorator groups.

BLUE AND WHITE IS SO REFRESHING

Crisp, fresh looking decoration is yours with this grand value in fadeproof wallpaper! The very colors have a freshly laundered look and the design of diminutive cornflower blue bouquets on a white polka-dotted background is delightfully refreshing and youthful. Grand for your bedrooms, especially the smaller ones. See similar papers on Pages 21 and 51. Rollage Chart for amount needed on Page 62.

SIDEWALL . . . 53 P 0255—As shown below. Double roll of 16 yards. Shipping weight, 2 lbs. 20c
BORDER . . . 53 P 04255—Matches sidewall below. 1¾ inches wide. Shipping weight, 1 oz. per yd. 4½c
CEILING . . . 53 P 0926—White as illustrated on Page 8. Double roll. Shipping weight, 2 lbs. 20c

556

10c SINGLE ROLL

PAGE 1
SEE PAPER
BELOW

IMPORTANT!

Price and Catalog
number is shown
directly above each
pattern instead of

IMPORTANT!

Price and Catalog
number is shown
directly above each
pattern, instead of
on back of sample
as in former wall-
paper books.

F6348



YELLOW FOR A *Sunny Disposition*

Choosing this cheerful yellow wallpaper is buying rolls of sunshine for some room in your home! The pattern is suitable for kitchens or dinettes, and it's a nice sincere shade of yellow that will give a sunny disposition to the room. Interesting porcelain figures and bright flowers planted here and there on the background give just the right color contrast. These bright touches give you all sorts of ideas for selecting curtains, linens, and painting up your furniture.

Here's another worthwhile feature . . . it's a fadeproof quality that won't fade or discolor from exposure to direct sunlight. Is yellow your favorite color? Then, be sure to see the paper on Page 44 in a washable quality. You know of course, that all Color-Perfect wallpapers are semi-trimmed. Better order right now!

10¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.12

Sidewall ★

Border ★

Ceiling ★

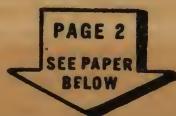
53 P 0319—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....20¢

53 P 04319—Border to match. Actually 2½ inches wide. Shpg. wt., 1 oz. per yard. 4½¢

53 P 0926—White as shown on Page 8. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds20¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





PINK...OR BLUE...OR GREEN

One of those delightful flowers-that-bloom-in-the-spring effects on a pink, blue or green background, whichever you prefer. See the blue paper in the Early American living room on the cover of the Economy Group . . . pink as shown . . . and green, although not shown, is a nice, clear refreshing shade that you'll like.

All three colors are grand for any room you choose. The blue background has pink flowers, and the green, white flowers. All three shades have generous silvery touches that give them a more expensive look than the price of just a few cents a single roll suggests. Consider the fact, too, that these papers are fade-proof quality, and will keep their freshness for years. Semi-trimmed edge, of course.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

\$2.12 is all it costs to
paper an average room

SIDEWALL PAPER

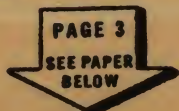
53 P 0275P — Pink background 53 P 0275B — Blue background
53 P 0275G — Green background
Double roll of 16 yds. Shipping weight, 2 lbs. 20c

BORDER TO MATCH

53 P 04275P — For pink paper. 53 P 04275B — For blue paper.
53 P 04275G — For green paper.
Border is 2¼ in. wide. Shipping weight, 1 oz. per yd 4½c

CEILING PAPER

53 P 0926 — White paper with a silvery sheen as shown on
Page 8. Double roll. Shipping weight, 2 lbs. 20c





YOU'LL LIKE THIS PAPER *Because*

It's such grand decoration at this small price! Has the smart new taupe background tone that blends so beautifully with gray or brown, and attractive color contrast in the bright harbor scenes. It's grand decoration wherever you use it . . . for a boy's bedroom, a den, or the living room of your summer cottage. To complement the sidewalls, choose a yellow ceiling as illustrated below. For a deeper tone, see the blue star paper 53 P 0477 on Page 62. White ceiling available for those who prefer it. For another paper with a salty tang, but in a washable quality, see Page 50.

10¢

A SINGLE ROLL

Sidewall, border, and ceiling costs
only \$2.12 for a 10x12-ft. room

Sidewall ★

Border ★

Ceiling ★

53 P 0305—As sampled below. Double roll
of 16 yards, 18 inches wide. Shipping weight,
2 pounds. 20¢

53 P 04305—Border to match is 2¼ in.
wide. Shipping weight, 1 oz. per yd. . . 4½¢

53 P 0930Y—Yellow ceiling shown below.

★ 53 P 0926—White as shown on Page 8.
Double roll. Shpg. wt., 2 lbs. 20¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





COLOR COSTS SO *Little at Sears*

Here's a real buy in colorful decoration! Your favorite colors—blue and pink—are combined, but somehow or other, the blue seems just a bit bluer, and the pink a little more on the sentimental side . . . and it's priced down far below what you usually pay for paper of this quality. Most astounding of all, is that these colors will stay just as fresh and lovely for years because they're fadeproof! A pink ceiling to complete the decoration, and you'll be proud as anything of your ability as a decorator. If you prefer to have a white ceiling, we've listed that for you here, too.

7½¢

A SINGLE ROLL

You can have this colorful paper for \$1.69 for a 10x12-ft. room

Sidewall ★

53 P 0179—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....15c

Border ★

53 P 04179—Border to match as illustrated. Shipping weight, 1 oz. per yard.....4c

Ceiling ★

53 P 0912P—Pink ceiling as shown below.
★ 53 P 0908—White as shown on Page 10. Double roll. Shipping weight, 2 lbs....15c

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

553





THIS STRIPE COMES IN *Five Colors*

Surely, you'll want one room in your home papered in stripes! The paper we've shown you below in white is also available in blue, cream, green and peach . . . a quintet of perfect decorating colors! The paper has a rich silvery sheen that makes it look ever so much more expensive, and a beautiful wide swag border that adds a finishing touch of richness. For the white, cream, and peach stripe, a blue ceiling as shown below is suggested—with the blue stripe, a pink ceiling (Page 5). Or, use white or cream listed below. Consider the floral print draperies on Page 31.

7 1/2¢

A SINGLE ROLL

This stripe is available
in five lovely colors

Sidewall ★

Border ★

Ceiling ★

53 P 0171W—White stripe as shown below.
53 P 0171B—Blue 53 P 0171P—Peach
53 P 0171C—Cream 53 P 0171G—Green
Double roll. Shipping weight, 2 pounds... **15c**

★ 53 P 04171W—White as illustrated below.
★ 53 P 04171B—Blue 53 P 04171P—Peach
★ 53 P 04171C—Cream 53 P 04171G—Green
3 1/4 in. wide. Shipping wt., 1 oz. per yd... **4c**

★ 53 P 0912B—Blue ceiling paper, as shown below.
★ 53 P 0908 —White 53 P 0910—Cream
Double roll. Shipping weight, 2 pounds... **15c**

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

PAGE 6

SEE PAPER
BELOW



RICH DECORATION AT ONLY $7\frac{1}{2}\text{¢}$ *a single roll*

Just a small investment and a little effort, and you can give some room in your home a well-furnished look with this rich tapestry effect paper. And you'll get the kind of decoration that by far exceeds in appearance the price you've paid. The neutral tones make it a perfect background for your furnishings . . . and the touches of peach and blue add a colorful note as well as suggest colors for decorating adjoining rooms. This paper is fadeproof—for a similar design that's washable as well, see Page 53. Cream ceiling is shown to give the effect of the whole room.

$7\frac{1}{2}\text{¢}$

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12 ft. room only \$1.69

Sidewall ★

Border ★

Ceiling ★

53 P 0165—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....15c

53 P 04165—Border to match. Actually $2\frac{1}{4}$ in. wide. Shpg. wt., 1 oz. per yd.....4c

53 P 0910—Cream color paper as shown below. Double roll of 16 yards, 18 in. wide. Shipping weight, 2 pounds.....15c

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555

PAGE 7

SEE PAPER
BELOW



IF YOU LIKE BOTH *Flowers and Stripes*

Sometimes it is just a little difficult to decide whether you like flowers or stripes better . . . so it's a happy day when you find them combined on one paper with such delightful results. The background is an off-white shade, the stripes white, and plenty of color in the bright flowers. It's a perfect choice for your bedroom, and you'll find it equally suitable for other rooms, too. To show you the effect of your whole room, we've illustrated the ceiling and border to go with this paper. Nice, isn't it? . . . and doubly nice when you consider the grand savings you make.

10¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.12

Sidewall ★

Border ★

Ceiling ★

53 P 0251—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.20¢

53 P 04251—Border to match measures 2¼ in. in width. Shpg. wt., 1 oz. per yd.4½¢

53 P 0926—White fabric effect as shown below. Double roll of 16 yards, 18 in. wide. Shipping weight, 2 pounds.20¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED





THE EASIEST OF ALL TO HANG

*B*ecause no matching is required, you can hang strip after strip of this design, even if you're a first-timer at this business of hanging wallpaper. And it's right up to the minute in style, too. It simulates a fabric in design, and has the smart, new grayed tone for the background . . . touched with just enough green and peach to give it a nice quality of warmth. All these redeeming features plus the fact that it's fadeproof, make it really an amazing value at this price.

To complete your decorative scheme, we've recommended a cream color ceiling. It has rich silvered touches that by far exceed in appearance the low cost of the paper, and adds a note of richness to the room. The attractive border to complete the job is illustrated below. If you want to give your rooms a smooth tailored effect, here's the paper for you. You'll be highly pleased with the results and the savings, plus the fine service you will receive. Better order it right now!

AMOUNT AND COST PER ROOM

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| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.46 |
| 10 x 12 ft. | 5 | 2 | 16 | 1.69 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.07 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.11 |
| 12 x 16 ft. | 7 | 4 | 21 | 2.49 |
| 14 x 16 ft. | 8 | 4 | 22 | 2.68 |
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |

7½¢

A SINGLE ROLL

Costs only \$1.69 to
paper an average room

SIDEWALL PAPER... 53 P 0163

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds..... **15c**

BORDER TO MATCH... 53 P 04163

As illustrated below. Actually measures about 2¼ inches in width. Shipping weight, 1 ounce per yard..... **4c**

CEILING PAPER... 53 P 0910

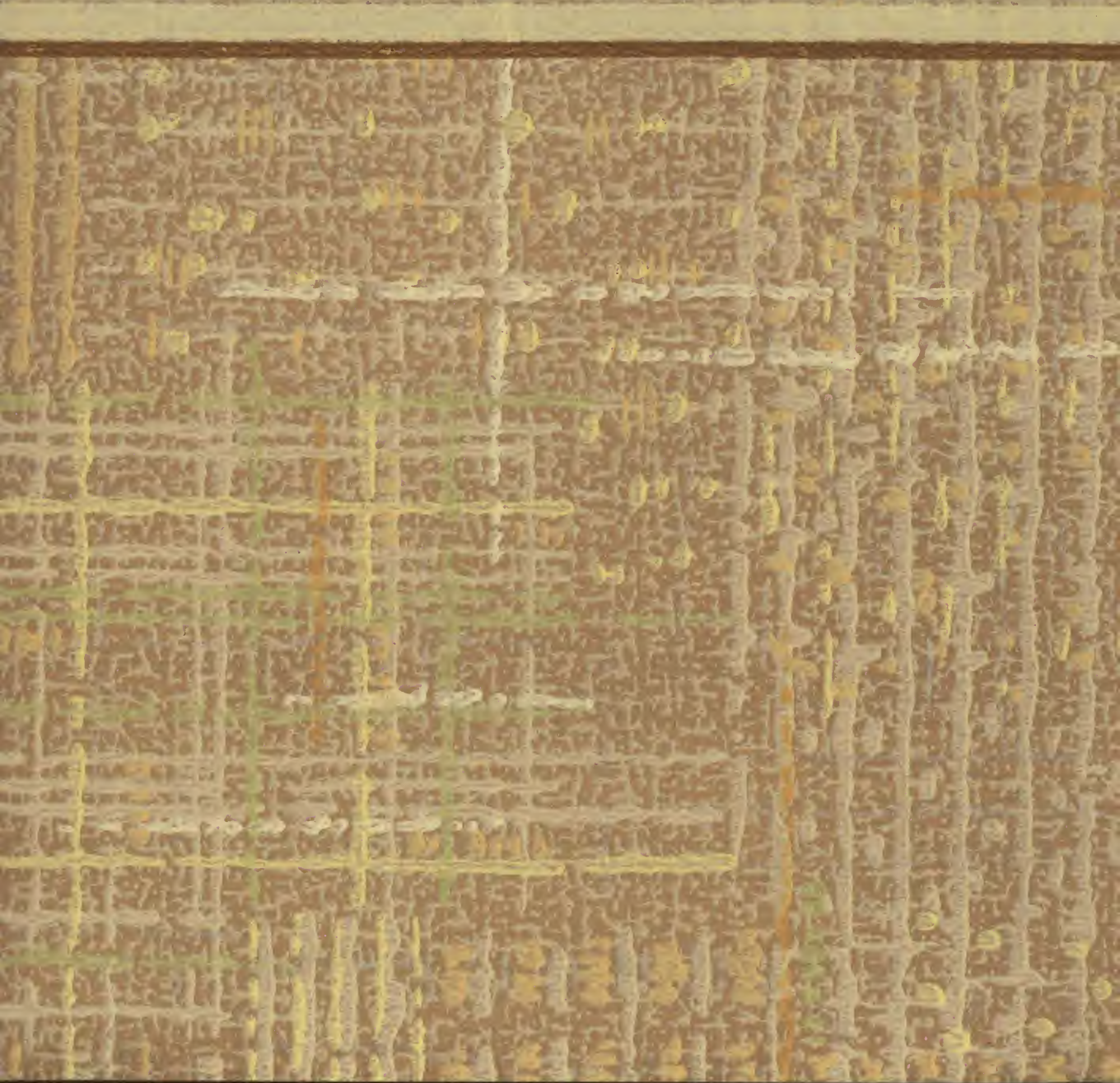
Cream with silvery touches. As shown on Page 7. Double roll of 16 yards. Shipping weight, 2 pounds..... **15c**

14 x 18 ft. | 8 | 4 | 23 | 2.72

16 yards. Shipping weight, 2 pounds.....15c

555

PAGE 9



SEASON WALLS WITH *Fiesta Colors*

Your favorite kitchen tile effect is seasoned with a Mexican motif in 1940! Bright, fiesta colors against a green background as shown below, or tan, if you prefer . . . your ceiling done in white or cream with a silvery sheen, and you'll be proud as Punch of your kitchen or dinette. Tile patterns keep their well deserved popularity because they are so practical and so good looking. Both colors are fade-proof so they'll stay fresh. For another Mexican pattern see the washable paper on Page 37 . . . and consider the Mexican print draperies shown on Page 31 with both.

7 1/2¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12 room costs \$1.69

Sidewall ★

53 P 0193—Green 53 P 0195—Tan
Double roll of 16 yards, 18 inches wide.
Shipping weight, 2 pounds.....15c

Border

★ 53 P 04193—Green 53 P 04195—Tan
2 1/4 in. wide. Shpg. wt., 1 oz. per yd.....4c

Ceiling

★ 53 P 0908—White ceiling, as shown below.
★ 53 P 0910—Cream as shown on Page 7.
Double roll. Shipping wt., 2 lbs.....15c

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





DUET OF ELEGANCE *Orchid and Green*

Orchids to the decorator who can do up a room in such smart fashion for so little! There's a luxurious feeling in a room with orchid walls, and when you add a green ceiling with a silvery sheen, you have the kind of decoration you've dreamed about : : : at the kind of savings you can make only at Sears. A grand background for either light or dark furniture. Fadeproof, so the lovely delicate tones are there to stay. If you have orchid on your mind, consider the varnished bathroom paper on Page 87, and the paper on Page 46, which is also available in an orchid background.

10¢

A SINGLE ROLL

Rich looking decoration for
only \$2.12 for a 10x12 room

Sidewall ★

53 P 0287—Orchid sidewall paper as shown below. Double roll, 16 yds., 18 in. wide. Shipping weight, 2 lbs. 20c

Border ★

53 P 04287—Border to match is 2½ in. wide. Shipping weight, 1 oz. per yard. 4½c

Ceiling ★

53 P 0930G—Green ceiling as shown below.
53 P 0926—White as shown on Page 8.
Double roll. Shipping weight, 2 lbs. . . . 20c

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED





IT'S PRACTICAL... IT'S ECONOMICAL

Such grand practical decoration at this small price isn't an every day occurrence. The plaster effect background has a textured appearance, and gives your wall that well-covered look. In contrast is a trailing vine design in deep, rich hues that adds both warmth and color to your room and whole decorating scheme.

It's a perfect choice for your downstairs rooms where the deeper tones will lend themselves to either light or dark furnishings. To complete your decoration economically and colorfully, select the cellulose draperies illustrated on Page 31. The Tobacco Leaf design is especially appropriate with this wallpaper. Choose from 54 or 90-in. lengths, or cut and hem either length to fit your windows.

The paper shown below is a fadeproof quality that will give you years of excellent service. For a similar design in a washable quality, see the superb engraved paper on Page 73. It is somewhat more expensive, but you'll like it.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.46 |
| 10 x 12 ft. | 5 | 2 | 16 | 1.69 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.07 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.11 |
| 12 x 16 ft. | 7 | 4 | 21 | 2.49 |
| 14 x 16 ft. | 8 | 4 | 22 | 2.68 |
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |

7½¢

A SINGLE ROLL

Costs only \$1.69 to
paper an average room

SIDEWALL PAPER... 53 P 0151

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....15c

BORDER TO MATCH... 53 P 04151

As illustrated below. Actually measures about 2¾ inches in width. Shipping weight, 1 ounce per yard.....4c

CEILING PAPER... 53 P 0910

Cream color with silvery sheen. See Page 7. Double roll of 16 yards. Shipping weight, 2 pounds.....15c

| | | | | |
|-------------|---|---|----|------|
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |
|-------------|---|---|----|------|

555

Cream color with silvery sheen. See Page 7. Double roll of 16 yards. Shipping weight, 2 pounds.....15c

PAGE 12



STRIPES GIVE THIS A *Modern Feeling*

Old fashioned colors . . . old fashioned flowers . . . yet you feel this paper is definitely modern. It's the stripes that do it! Against a blue background contrasted by small flowers, a floral stripe and band of pin stripes in white have been added. To keep that modern feeling, use a peach colored paper on the ceiling. We've shown you the border, ceiling and sidewall in their relative positions to give you the effect of the completed decoration. We've listed a white ceiling, too. Sidewall paper also available with white background, with dainty, colored flowers and silvery stripes.

10¢

A SINGLE ROLL

This colorful paper costs only
\$2.12 for a 10x12-ft. room

Sidewall ★

53 P 0283B—Blue 53 P 0283W—White
Double roll of 16 yards, 18 inches wide.
Shipping weight, 2 lbs. 20¢

Border ★

53 P 04283B—Blue 53 P 04283W—White
2¼ in. wide, Shpg. wt., 1 oz. per yd. . . 4½¢

Ceiling ★

53 P 0930P—Peach ceiling as shown below.
53 P 0926—White as shown on Page 8.
Double roll. Shpg. wt., 2 lbs. 20¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





BRUSHED EFFECT FOR *Soft Tones*

Your favorite garden flowers bloom right on your walls! They've been brushed a bit to soften the colors and give them a misty look. This combination of design and colors makes grand decoration for your downstairs rooms. You'll probably like it best for bedrooms, but wherever you use it you'll like the restful atmosphere it creates. Complete your decoration with a cream colored ceiling that's been silvered to carry out the silvery highlights on the walls. This paper is a fadeproof quality. For another brushed effect, see Page 23. Refer to the Budget group for washable papers.

10¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.12

Sidewall ★

Border ★

Ceiling ★

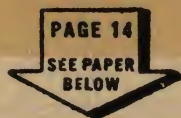
53 P 0253—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....**20c**

53 P 04253—Border to match. Actually 2½ in. wide. Shipping wt., 1 oz. per yard...**4½c**

53 P 0928—Cream color as shown below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....**20c**

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





PUT THIS IN ANY ROOM

Here's a wallpaper that has more than its share of redeeming features! It's the kind of paper you can put in your dining room, living room, hall, or bedroom with equal success. You'll find the beige tones blend beautifully with either light or dark furnishings, and that the tapestry effect makes rich, impressive decoration.

A colorful note is introduced in the touches of blue and peach. They suggest a quality of warmth and give you ideas for decorating adjoining rooms. To get the effect of this color continuity, see the blue and peach papers on Pages 13 and 19.

These light tones will stay fresh and clean, too, because the paper is fadeproof quality. We've suggested a white ceiling paper with a textured look to complete the decoration in the lighter tones, and to keep an airy feeling in your room. See Page 79 for a similar pattern of heavier quality that's washable. You'll find that papers of this type will give your rooms a well-furnished feeling!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

Costs just \$2.12 to
paper an average room

SIDEWALL PAPER... 53 P 0223

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....20¢

BORDER TO MATCH... 53 P 04223

Completes your decoration. Measures about 2 inches in width. Shipping weight, 1 ounce per yard.....4½¢

CEILING PAPER... 53 P 0926

White with a silvery sheen as shown on Page 8. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....20¢



BRIGHTEN UP THOSE DARK ROOMS

Just what you need to cheer up one of those darker rooms in your home! The cream background has a quality of warmth that lends a nice note of contrast to the bright flowers. And, it's the kind of paper that you can put anywhere with equal success! Any one of the bright flower tones suggests color for curtains, draperies or other accessories. Consider the papers shown on Pages 11, 13, 15 and 19 for adjoining rooms. This idea of color continuity from room to room is smart!

Doubly important is the fact that you can have this same paper with a white background. The flowers are just as bright and colorful, but stand out in still sharper contrast. Both the cream and white papers have rich silvery touches.

The ceiling paper we've recommended has a silvery sheen, too, in keeping with the rich gleam in the sidewall paper. You can see the cream ceiling on Page 7, and the white on Page 10. See them, and you'll see your whole room!

AMOUNT AND COST PER ROOM

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| 8 x 10 ft. | 4 | 2 | 14 | \$1.46 |
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| 10 x 14 ft. | 6 | 3 | 18 | 2.07 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.11 |
| 12 x 16 ft. | 7 | 4 | 21 | 2.49 |
| 14 x 16 ft. | 8 | 4 | 22 | 2.63 |
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |

7½¢

A SINGLE ROLL

Costs only \$1.69 to
paper an average room

SIDEWALL PAPER

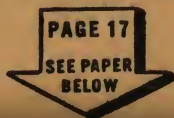
53 P 0177 — Cream, as shown below 53 P 0177W — White
Double roll of 16 yards. Shipping weight, 2 pounds. 15¢

BORDER TO MATCH

53 P 04177 — Cream, as shown below 53 P 04177W — White
Border is 2½ inches wide. Shipping weight, 1 oz. per yard. 4¢

CEILING PAPER

53 P 0910 — Cream colored ceiling as shown on Page 7.
53 P 0908 — White ceiling as shown on Page 10. Double roll
of 16 yards. Shipping weight, 2 pounds. 15¢





ALL THAT GLITTERS IS GOLD

Neutral tones in a foliage design of shadows, handsomely enriched with gold, is one of the most outstanding values in this book! It's such rich looking decoration that you'll be amazed that it costs so little to decorate your home with it.

Little wonder that neutral tones are so popular! Wherever you use this paper you'll find it blends nicely with your furnishings, whether they're light or dark. The lighter coloring is practical, too, when it's a fadeproof quality that will not discolor from exposure to the direct sunlight. Semi-trimmed edge, of course.

The touches of green and rust in the leaves add an autumnal tone to the design. To get the real effect of the color and depth of the design, hold this sample out at an arm's length. Grand, isn't it? The ceiling paper recommended to complete the decorating job is cream color with a rich metallic sheen that picks up the highlights of the walls, and blends into the whole decorating scheme. Don't miss this value!

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| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

Costs only \$2.12 to
paper an average room

SIDEWALL PAPER... 53 P 0201

As sampled below. Double roll of 16 yards, 18 inches wide. Your chance to save. Shipping weight, 2 pounds.....20¢

BORDER TO MATCH... 53 P 04201

As illustrated below. Actually measures about 2¼ inches in width. Shipping weight, 1 ounce per yard.....4½¢

CEILING PAPER... 53 P 0928

Cream color with rich sheen. See it on Page 14. Double roll of 16 yards. Shipping weight, 2 pounds.....20¢





THE VERY ESSENCE OF *Good Taste*

Here's wallpaper that reflects your good taste! Dainty bouquets tied in place on a peach background with petite blue bows, makes perfect decoration for your bedrooms. Complete your room colorfully with a blue ceiling elegantly touched with a silvery effect. You can see your whole room below ... ceiling, border, and side-wall, in their respective positions. This decoration is yours for the choosing. You make grand savings, too, and thrill to being your own decorator. This paper is fade-proof. See Page 43 for a similar design that's washable, and offered in several colors.

10¢

A SINGLE ROLL

This beautiful decoration is yours
for only \$2.12 for a 10x12 room

Sidewall ★

53 P 0285P—As sampled below. Double
roll. Shipping weight, 2 pounds.....20¢

Border ★

53 P 04285P—Border to match. 2¼ in.
wide. Shipping weight, 1 oz. per yd..4½¢

Ceiling ★

53 P 0930B—Blue ceiling as shown below.
53 P 0926—White shown on Page 8.
Double Roll. Shipping weight, 2 lbs...20¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED





WALLS THAT BRIM OVER WITH IDEAS

A new personality for your kitchen or dinette! You buy it by the roll with this spirited, colorful paper. The modern decorative motif sharply contrasts the cream color background, and gives rooms a new outlook on life in your household.

The colors in the design are your cues for clever decorating tricks! Can't you just see it in your breakfast nook . . . your table set with gay Fiesta ware . . . windows curtained in the colorful Mexican print drapes illustrated on Page 31! Bright, cheerful rooms cost so little when you're your own decorator.

Should you prefer a white background, you can have it. The same bright color against white is almost more striking. Both the white and cream backgrounds are fadeproof, which means they won't discolor from exposure to sunlight. For a paper of similar coloring, but with a Mexican motif, see the gay design on Page 37. The latter is a washable quality . . . a feature well worth your consideration.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

You need to spend only \$2.12
to paper an average size room

SIDEWALL PAPER

53 P 0307T—Cream background. 53 P 0307W—White background.
Double roll of 16 yards. Shipping weight, 2 pounds20¢

BORDER TO MATCH

53 P 04307T—For cream paper 53 P 04307W—For white paper
Border is 2 inches wide. Shipping weight, 1 oz. per yard . . .4½¢

CEILING PAPER

53 P 0928—Cream ceiling as illustrated on Page 14.
53 P 0928—White ceiling as illustrated on Page 8.
Double roll of 16 yards. Shipping weight, 2 pounds20¢





CHINTZ KEEPS ROOMS YOUNG

There's something very pert about this chintz effect wallpaper that will wake up those lazy rooms in your home! It's youthful—it's gay—it's refreshing . . . and with it on your walls, you'll feel the same way. Put it in your bedrooms, you'll like it best there, but it's equally usable in other rooms, too. A perfect choice for smaller rooms, because it gives an illusion of spaciousness.

The very coloring and design set your imagination to working on interesting decoration. You think of crisp, white curtains . . . or that hand-crocheted bedspread you've had in the family for years . . . it will be right at home with this wallpaper. Decidedly economical and practical decoration, too. Priced to please you, and fadeproof quality that means it will keep crisp and fresh looking. Similar chintz effects in a washable quality are shown on Pages 51 and 52. Be sure you see them all before making up your mind about your new decoration.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.46 |
| 10 x 12 ft. | 5 | 2 | 16 | 1.69 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.07 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.11 |
| 12 x 16 ft. | 7 | 4 | 21 | 2.49 |
| 14 x 16 ft. | 8 | 4 | 22 | 2.68 |
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |

7½¢

A SINGLE ROLL

Cheer up some room in your home with this colorful paper

SIDEWALL PAPER... 53 P 0175

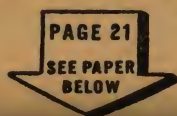
As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....15c

BORDER TO MATCH... 53 P 04175

As illustrated below. Actually measures about 2½ inches in width. Shipping weight, 1 ounce per yard..... 4c

CEILING PAPER... 53 P 0908

White with a silvery sheen. See Page 10. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....15c





LOW-PRICED PARQUET EFFECT

Wood effects have always been so much more expensive—you'll be thrilled by this value! Here's a paper you can use in a kitchen, dinette, or wherever you will. It has the grain and color of natural wood, and has been worked out in a parquet effect like very expensive flooring. Against this interesting background, brightly colored decorative objects stand out in sharp contrast. This same color note is carried out effectively in the border. See it illustrated below.

Best of all, this kind of decoration is extremely practical. The neutral tones resist soiling, and will not discolor by exposure to direct sunlight, because fadeproof colors have been used in the printing. To complete your room, a cream color ceiling paper with silvered touches has been suggested. Adds a note of richness to the room. For a washable quality wood effect, see the excellent knotty pine reproduction on Page 66. Either of these papers will make an attractive room.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

Paper a whole 10 x 12 ft. room, walls, ceiling, and border, for \$2.12!

SIDEWALL PAPER... 53 P 0301

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....20¢

BORDER TO MATCH... 53 P 04301

As illustrated below. Actually measures about 2 inches in width. Shipping weight, 1 ounce per yard.....4½¢

CEILING PAPER... 53 P 0928

Cream color with silvery sheen. See Page 14. Double rolls of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....20¢



SOFTER TONES FOR A RESTFUL NOTE

White backgrounds are finding a new place in the world of wall fashions! This particular paper with its white background and bands of silvery stripes accented with sprays of softly colored flowers, makes excellent bedroom decoration.

There's a whole rainbow of colors in the pattern, but by a brushing process, they have been softened to give the effect of mistiness. This tends to create a restful note in your rooms. The silvery highlights of the walls are carried out on the ceiling by a white paper with a silvery sheen. See it on Page 8.

To complete the decorative scheme, a border to match is suggested. A similar paper with stripes and flowers is shown on Page 8. This same technique on a blue background is on Page 13. All these papers are fadeproof quality. That's an important feature especially in a white paper, because it means that whiteness will stay clear and flawlessly white for years even though it is exposed to direct sunlight.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

\$2.12 is all it costs to
paper an average room

SIDEWALL PAPER... 53 P 0259

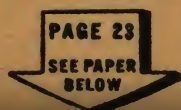
As sampled below. Sold in double rolls of 16 yards, 18 inches wide.
Shipping weight, 2 pounds.....20c

BORDER TO MATCH... 53 P 04259

As illustrated below. Actually measures about 2¼ inches in width.
Shipping weight, 1 ounce per yard.....4½c

CEILING PAPER... 53 P 0926

White with a silvery sheen. See Page 8. Double roll of 16 yards.
18 in. wide. Shipping weight, 2 pounds.....20c





A WELL-DRESSED COLONIAL ROOM

Capture the charm of colonial days! You can do it with this paper that brings an atmosphere of dignity to your Early American and 18th Century rooms. Through the years, this framed medallion type of wallpaper has been a great favorite. The one shown below, in neutral tones with touches of gold, carries on this fine tradition.

This very same design is available in a gray background tone with a grayed-blue medallion framed in silver. Both the tan and gray backgrounds are equally lovely . . . either will give you the kind of room you've always wished for. If you have blue in your furniture, draperies, or rugs, you will perhaps choose the gray paper so the blue medallion will tie up with the color of your decorative scheme.

Both papers offer the kind of decoration that usually isn't possible at this low price. Complete with border and ceiling, you'll have decoration that you're really proud of. It costs just a little over \$2.00 to paper an average size room!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

All you need to spend is \$2.12
to paper an average size room!

SIDEWALL PAPER

53 P 0221T—Tan, shown below. 53 P 0221S—Gray background.
Double roll of 16 yds. 18 in. wide. Shipping weight, 2 lbs. . . 20¢

BORDER TO MATCH

53 P 04221T—For tan paper. 53 P 04221S—For gray paper.
Border is 2¼ in. wide. Shipping weight, 1 ounce per yard. . . 4½¢

CEILING PAPER

53 P 0928—Cream ceiling for tan paper. See it on Page 14.
53 P 0926—White ceiling for gray paper. See Page 8.
Double roll of 16 yards Shipping weight, 2 pounds. 20¢



Below

Choose from **TWO QUALITIES**

FADEPROOF ★ 6¢ A SINGLE ROLL

Bright flowers blooming against a warm cream colored background make the kind of decoration you didn't expect to find at a mere 6¢ a single roll! Consider, too, that it's a fadeproof quality that will keep its color . . . that it's printed on standard weight paper . . . that like all Color-Perfect wallpaper it has the famous semi-trimmed edge. Border is illustrated below.

SIDEWALL PAPER . . . 53 P 0173

Fadeproof quality as sampled.
Double roll. Shipping wt., 2 lbs. .12¢

BORDER TO MATCH . . . 53 P 04173

Actually measures 2¾ inches in width.
Shipping weight, 1 oz. per yd. . . 3½¢

CEILING PAPER . . . 53 P 0906

Cream color moiré effect. Double
roll. Shipping wt., 2 lbs.12¢

NOT FADEPROOF ★ 5¢ A SINGLE ROLL

For the room where your decorating budget calls for the most rigid economy, you'll find the answer to your problem right here. You can have this colorful, practical decoration for only 5¢ a single roll. This quality is not fadeproof, and not sampled here, but looks and feels just like the 6¢ quality shown below. The border is illustrated. Ceiling paper has mottled tones on a cream ground.

SIDEWALL PAPER . . . 53 P 0133

Not fadeproof quality. Double roll.
Shipping weight, 2 pounds. . . .10¢

BORDER TO MATCH . . . 53 P 04173

Measures 2¾ inches in width. Shipping
weight, 1 ounce per yard. .3½¢

CEILING PAPER . . . 53 P 0900

Mottled tones on cream color. Double
roll. Shipping weight, 2 pounds. .10¢

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED



FOR YOUR ROOM WITH A VIEW

Rugged autumn scenes of the upper Hudson river valley make bright, cheerful, interesting decoration for your home. This is probably just the paper you've been looking for . . . especially for those large rooms where you need this kind of a design to give perspective to the room. You'll like it in rooms with plain colored draperies and rugs, too, where the richness of color and design contrasts the plain colors.

It's a spirited thing . . . with rushing streams, waterfalls, trees . . . to give it a fresh, out-of-doors tang. Rich touches of gold make it look like a much more expensive paper . . . green and rust add warmth and color, and give you ideas about decorating adjoining rooms in either of these colors. This paper is fadeproof and resists soiling because of the neutral background. If you want a similar design in the washable quality, see the pattern 53 P 0501 on Page 58. When you figure how little it costs to have these new walls in your home, you won't hesitate in choosing it.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.83 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.12 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.61 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.66 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.15 |
| 14 x 16 ft. | 8 | 4 | 22 | 3.39 |
| 14 x 18 ft. | 8 | 4 | 23 | 3.44 |

10¢

A SINGLE ROLL

Costs only \$2.12 to paper an average size 10x12-ft. room

SIDEWALL PAPER... 53 P 0241

As sampled below. Double roll of 16 yards, 18 inches wide. A real value! Shipping weight, 2 pounds.....20¢

BORDER TO MATCH... 53 P 04241

Completes your decoration. Actually measures about 2 inches in width. Shipping weight, 1 ounce per yard.....4½¢

CEILING PAPER... 53 P 0928

Cream color as shown on Page 14. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....20¢



MAKE YOUR KITCHEN MODERN

Have you ever stopped to consider how much of a room is covered by wallpaper? All but the floor! So, it's logical that the design and color of the walls and ceiling set the pace for decorating the room. That's why this modern kitchen paper is such a gem. It has a modernizing effect on an old-fashioned kitchen, but . . . if your kitchen is new and fresh, it fits right in with the decorating there, too.

The white background has a clean, fresh look—and it won't yellow or fade because it's fadeproof. The design is modern in treatment and color, and the bright fiesta colors tie up with your dinnerware and linens. Papering with a design like this gives your kitchen a new outlook on life in your household. And, you'll find it makes a much more pleasant place to work. All these colors supply no end of clever decorating schemes to carry out in curtains . . . in painting furniture. Why not do the whole room—walls, border, and ceiling? It costs so little to decorate the Color-Perfect way!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$1.46 |
| 10 x 12 ft. | 5 | 2 | 16 | 1.69 |
| 10 x 14 ft. | 6 | 3 | 18 | 2.07 |
| 12 x 14 ft. | 6 | 3 | 19 | 2.11 |
| 12 x 16 ft. | 7 | 4 | 21 | 2.49 |
| 14 x 16 ft. | 8 | 4 | 22 | 2.68 |
| 14 x 18 ft. | 8 | 4 | 23 | 2.72 |

7 1/2¢

A SINGLE ROLL

Costs only \$1.69 to paper
your kitchen in modern style

SIDEWALL PAPER... 53 P 0197

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....15c

BORDER TO MATCH... 53 P 04197

As illustrated below. Actually measures about 2 inches in width. Shipping weight, 1 ounce per yard.....4c

CEILING PAPER... 53 P 0908

White ceiling as shown on Page 10. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....15c





Choose from **TWO QUALITIES**

FADEPROOF ★ 6¢ A SINGLE ROLL

The ever-popular plaster effect paper has been dressed up a bit for 1940. This kind of paper always makes practical decoration, and the sample shown below (the 6c quality) is Fadeproof, which makes it doubly practical. Amazingly easy to hang, too, because matching is not necessary. Cream moire ceiling suggested for a finishing touch to your decorative scheme.

SIDEWALL PAPER... 53 P 0161

Fadeproof quality as sampled.
Double roll. Shpg. wt., 2 lbs. . . . 12c

BORDER TO MATCH... 53 P 04161

Actually measures $2\frac{3}{8}$ inches in width. Shpg. wt., 1 oz. per yd. . . . 3½c

CEILING PAPER... 53 P 0908

Cream color moire effect. Double roll. Shipping weight, 2 pounds . . . 12c

NOT FADEPROOF ★ 5¢ A SINGLE ROLL

The 5c quality of this paper is not sampled here, but resembles exactly the sample illustrated below, except that it is not fadeproof. It's the most thrifty choice you can make for rooms that need frequent repapering, or for spare rooms. The border illustrated below is the same for both the 5c and 6c qualities. For the ceiling, mottled tones on a cream color ground. See the "Tobacco Leaf" draperies on Page 31.

SIDEWALL PAPER... 53 P 0101

Not fadeproof quality. Double roll.
Shipping weight, 2 pounds 10c

BORDER TO MATCH... 53 P 04161

As shown below. Shipping weight,
1 ounce per yard 3½c

CEILING PAPER... 53 P 0900

Mottled effect in cream color. Double roll. Shipping weight, 2 pounds . . . 10c

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED



Choose from **TWO QUALITIES**

FADEPROOF ★ 6¢ A SINGLE ROLL

Here's a colorful paper that you can use wherever you please! Priced down to only 6¢ a single roll for the fadeproof quality, which makes it possible to practice economy without sacrificing quality. Feel the weight of the sample below, then you'll realize what a bargain it is. Border to match is illustrated below. Cream color moire ceiling attractively completes your room.

SIDEWALL PAPER... 53 P 0191

Fadeproof quality as sampled.
Double roll. Shipping wt., 2 lbs.. 12c

BORDER TO MATCH... 53 P 04191

Actually measures 2 3/4 inches in width.
Shipping weight, 1 oz. per yd... 3 1/2c

CEILING PAPER... 53 P 0908

Cream color moire effect. Double
roll. Shipping weight, 2 lbs. 12c

NOT FADEPROOF ★ 5¢ A SINGLE ROLL

The not fadeproof quality is not sampled in this book, but it is the same coloring and weight as the 6¢ fadeproof paper shown below. The 5¢ quality is real economy in decorating, but for the extra cent per roll, you'll find the 6¢ fadeproof quality well worth the small difference in price. Border to match is the same as shown below. Ceiling paper of mottled tones on a cream color background completes your room decoration.

SIDEWALL PAPER... 53 P 0141

Not fadeproof quality. Double roll.
Shipping weight, 2 pounds..... 10c

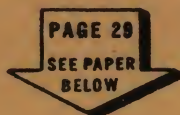
BORDER TO MATCH... 53 P 04191

As shown below. Shipping weight,
1 ounce per yard..... 3 1/2c

CEILING PAPER... 53 P 0900

Mottled tones on cream color. Double
roll. Shipping weight, 2 pounds.. 10c

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED





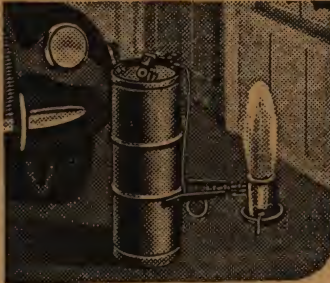
NEW KEROSTEAM WALLPAPER REMOVER



USE BURNER FOR OTHER PURPOSES, TOO!

Portable burner can be carried to any job where heat is needed. Thaw out troughs and frozen pipes. Heat water—sterilize dairy cans.

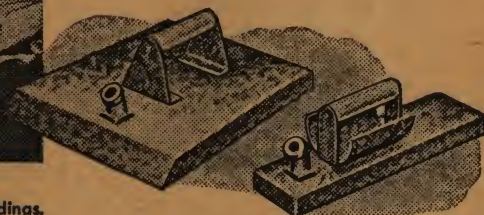
Heat garages and outbuildings. Thaw out differentials and transmissions of autos and implements. Heat for cooking feeds, mashes.



**SAFE . . . SPEEDY . . . EFFICIENT
AVAILABLE ON EASY PAYMENTS!**

Burns kerosene under pressure to generate steam. Removes paper twice as fast as other methods. Safe—complies with every known Federal, State and local law. Complete outfit includes boiler, burner, 2 concentrators, hose, funnel, and alcohol cup for preheating. Shpg. wt., 85 lbs. Not mailable.
53PM 88—Cash Price \$62.50
Easy Payment Price 68.15
 (\$6.00 down, \$6.00 a month)

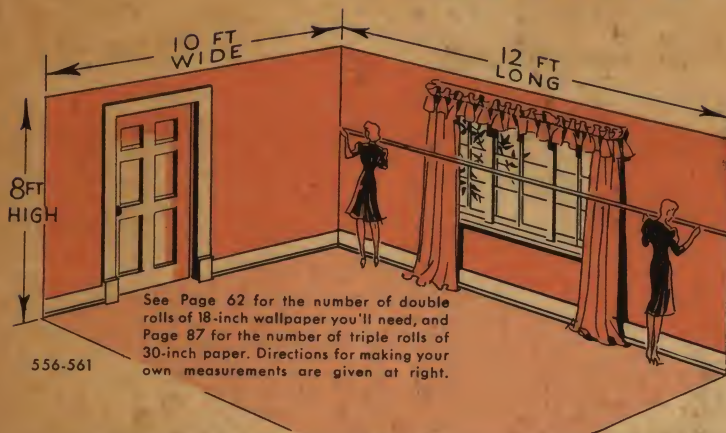
\$62.50 CASH COMPLETE



FACTS ABOUT THE KEROSTEAM REMOVER

Boiler capacity—6 gallons of water.
 Burner capacity—3 gallons of kerosene.
 Steam pressure can be easily regulated to meet requirements of your job.
 Heats quickly, and is ready for use immediately. Maintains lots of steam.
 40 pounds fuel tank pressure maintains 5 pounds steam pressure.
 1 gallon kerosene lasts 2 hours under 40 pounds pressure. Economical to operate.
 Complete instructions for use of remover included with each remover outfit.

IT'S EASY TO FIGURE HOW MUCH...



See Page 62 for the number of double rolls of 18-inch wallpaper you'll need, and Page 87 for the number of triple rolls of 30-inch paper. Directions for making your own measurements are given at right.

FOR THE AMOUNT NEEDED . . . See rollage charts for 18 and 30-inch wallpapers on Pages 62 and 87 (inside back cover), respectively. If the room size you want isn't shown there, just follow these easy directions to figure out how much you'll need. Measure the length of each wall and multiply by the height of the room. This will give you the square foot area of each wall. Add together the four wall areas to be papered. Then, divide this total number of square feet by 60 for the number of double rolls of 18-inch paper, and by 90 for the number of triple rolls of 30-inch paper. For the ceiling, just multiply the length of the room by the width, and divide by 60 for the number of double rolls of ceiling paper.

HOW TO ALLOW FOR DOORS AND WINDOWS . . . Deduct one double roll of sidewall for every four single doors or windows, and 1 triple roll (when 30-inch paper is used) for every six openings. Color-Perfect wallpaper is sold in double and triple rolls only to save you waste in cutting strips to fit your walls.

SOMETHING NEW IN DRAPERIES

HARMONIZE BEAUTIFULLY WITH
COLOR-PERFECT WALLPAPERS

SUNFAST . . . CLEANABLE . . . READY TO HANG

ONLY 29¢ A PAIR
54-in. Length

- 90-in. length only 49¢ a pair.
- Pair measures 46 inches wide.
- Complete with shaped tie-backs.

Colorful, attractive draperies made of a cellulose material that costs no more than paper, but looks and hangs just like drapery material! They're sunfast, sturdy, and clean easily with a damp cloth. Available in popular 54-in. and 90-in. lengths. Either can be cut off and hemmed to fit your windows. Shipping weights, 54-in. length, 6 oz.; 90-in., 10 oz.

TOBACCO LEAF DESIGN

- (A) Suggested with wallpapers described on pages 9, 12, 28, 66, 74 and 80.
53 P 100—54 inch length. Pair 29¢
53 P 102—90 inch length. Pair 49¢

POPULAR MEXICAN PRINT

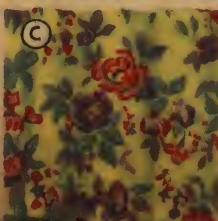
- (B) Suggested with Color-Perfect papers described on Pages 10, 20, 22, 27, 37 and 70.
53 P 104—54 inch length. Pair 29¢
53 P 106—90 inch length. Pair 49¢

ATTRACTIVE FLORAL PRINT

- (C) Suggested with Color-Perfect wallpapers illustrated and described on Pages 4, 9, 24 and 28.
53 P 108—54 in. length. Pair 29¢
53 P 110—90 in. length. Pair 49¢



54-in. length
above—90-in.
length at right.



Consider a Wide Border

FOR DECORATION

A lavish, wide border, contrasted with a plain color sidewall makes very distinctive decoration! This combination has a place in your home—in those rooms where you don't want patterned walls—or where your furnishings are patterned and need a plain setting. See Page 78 for plain colored papers.

The wide swag and tassel borders below are suitable for living rooms, dining rooms, or bedrooms, and border (F) for a nursery or child's bedroom.

- (D) 9-in. Swag border harmonizes with peach, green or blue paper. Shpg. wt., 2 oz. per yd.
53 P 02777—Yard 7¢

- (E) Use with striped sidewall. 53 P 0531 listed on Page 32. Shpg. wt., 1 oz. per yd.
53 P 02531—4 1/2 in. wide . . . 5 1/2¢

- (F) Nursery border 4 1/2 in. wide. Shpg. wt., 1 oz. per yd.
53 P 04779P—Pink. Per yd. . . 5¢
53 P 04779B—Blue. Per yd. . . 5¢





CREATED

*for the Smartest
Homes in America*

A brilliant collection of wallpapers for 1940—fashion-right as a Paris opening—presented in a completely new TRI-VUE * PORTFOLIO that makes it possible for you to see not one but many patterns at a time, helps you coordinate color schemes, makes selection easy. Over 150 papers—laboratory-tested for washable and fadeproof qualities, room-tested for perfect decoration, paperhanger-tested for easy handling and matching. All with Sears famous semi-trimmed edge that saves you time. And at Sears low prices that actually save you up to 75%

(A) Designed for Joan Bennett

Piquant as the lovely lady herself!

53 P 0655—Sidewall. Dbl. roll 36c

53 P 04655—Border to match. Per yd. 6c

53 P 0976—White ceiling. Dbl. roll . . 30c

(D) Designed for Hedda Hopper

who knows Hollywood—and wallpaper.

53 P 0723—Sidewall. Double roll . . . 50c

53 P 04723—Border to match. Per yd. 6c

53 P 0976—White ceiling. Dbl. roll . . 30c

(B) Modern in the 1940 manner

Also in taupe or blue. Refer to Page 69.

53 P 0627Y—Sidewall. Double roll . . . 36c

53 P 04627Y—Border to match. Per yd. 6c

53 P 0976—White ceiling. Dbl. roll . . 30c

(C) Ivy Climbs High in Favor

Equally smart for walls and ceilings.

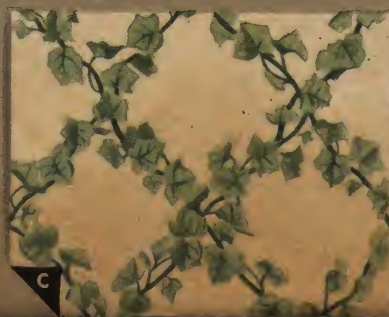
53 P 0519—Sidewall. Double roll 30c

53 P 04519—Border to match. Per yd. 5½c

53 P 0976—White ceiling. Dbl. roll . . . 30c

See Page 62 for amount needed . . . Shipping weights, Double roll, 2 pounds. Border, 1 ounce per yard

* Our Trade Mark—
Patents Applied For
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Sears, Roebuck and Co.
Printed in U. S. A.



WALLPAPERS TO SUIT YOUR FANCY

SHIPPING WEIGHTS
Double roll, 2 lbs. 8 oz.
Border, 1 oz. per yd.

15c

Single
Roll

"SPEED" KEEPS UP WITH FASHION!

53 P 0581—Sidewall paper as illustrated. Double roll. 30c
53 P 04581—Border. Yard. 5½c
53 P 0976—Embossed white ceiling paper. Double roll. 30c



15c

Single
Roll

"NOAH'S ARK" ON REVIEW IN THE NURSERY

53 P 0577B—Blue sidewall. Double roll 30c
53 P 04577B—Blue Border. Yard. . . . 5½c
53 P 0577P—Pink sidewall. Dbl. roll. . 30c
53 P 04577P—Pink border. Yard. . . . 5½c
53 P 0976—White ceiling. Dbl. roll. . . 30c



15c

Single
Roll

MODERN TRELLIS DESIGN

53 P 0595—White. Dbl. roll. . . 30c
53 P 04595—White Border. Yd. 5½c
53 P 0595G—Green. Dbl. roll. . . 30c
53 P 04595G—Green Bord. Yd. 5½c
53 P 0976—Wht. Ceil. Dbl. roll. 30c



20c

Single
Roll

VARNISHED FINISH FOR BATHS

53 P 0693—Orchid color sidewall. Double roll. 40c
53 P 04693—Border. Yard. 6c
53 P 0998—Plain White varnished ceiling. Double roll. . . 40c



25c

Single
Roll

CURRIER AND IVES PRINTS—SEE PAGE 67

53 P 0703—Scenic sidewall paper as illustrated. Double roll. 50c
53 P 04703—Border. Yard. 6c
53 P 0978—Cream embossed ceiling paper. Double roll. 30c



15c

Single
Roll

SEE THIS IN GRAY ON PAGE 33

53 P 0521B—Blue striped sidewall. Double roll. 30c
53 P 04521B—Border. Yard. 5½c
53 P 0976—Embossed White ceiling paper. Double roll. 30c





BUDGET GROUP

Better quality washable, fadeproof, and semi-trimmed papers, selected for you modern homemakers with bigger ideas than purses. Choose from new dusty tones, companion ideas, textured effects . . . for smart decoration and smart economy, too.





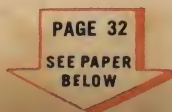
*W*ashable—there's nothing like it now! Such progress has been made in making Color-Perfect wallpapers really washable, that even the most delicate color becomes practical decoration. Finger prints around light switches . . . those smudges inevitable where there are youngsters in the house, can be whisked right off with a damp sponge. Try this test yourself on the papers in this Budget group. All papers printed on heavier-than-standard-quality 10, 12, or 14-oz. paper stock. All washable, fade-proof, and semi-trimmed. See the Decorator Group for additional washable quality papers.

DUSTY ROSE—ONE OF THE SEASON'S SIGNIFICANT COLORS

A deep rich shade with an opulent dusty undertone, decorates rooms in a flattering, distinguished manner! The floral design sampled below has a *Color-Perfect Companion* stripe, which has been used in the modern living room on the cover of the Budget group. See Page 62 for other companion ideas, and how much paper you'll need for your decorating job. Shpg. wt., double roll, 2 lbs.; border, 1 oz. per yd.

SIDEWALL ... 53 P 0529—Floral design shown below... 53 P 0531—Companion stripe. Double roll... 30¢
 BORDER ... 53 P 04529—For floral paper 53 P 02531—For striped sidewall. Per yard 5½¢
 CEILING... 53 P 0978—Cream color ceiling for use with both sidewalls. Double roll..... 30¢

15¢ SINGLE
ROLL





1940'S WALLS WEAR *Smart Stripes*

Dress your rooms in up-to-the-minute fashion with smart stripes! The paper shown below is one of the newer effects of wide stripes built up of bands of little stripes . . . and the colors are definitely new, too. Just watch gray and yellow lead the parade of fashionable colors. This same design is available in blue as shown on Page 87. There's a *Color-Perfect Companion* paper to match both the blue and gray stripe. See Page 34 for the companion paper in gray. The blue stripe and companion are accented with rose instead of yellow. An added note of elegance is introduced with the silvery lines that run through the other stripes. Consider, too, that this lovely, soft color is practical decoration, because it's washable and fadeproof, and Color-Perfect washable wallpapers for 1940 are really washable! Semi-trimmed, too.

15¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room costs \$2.98

Sidewall ★

53 P 0521S—Gray 53 P 0521B—Blue
Double roll of 16 yards, 18 in. wide. Shipping
weight, 2 pounds. 30¢

Border ★

53 P 04521S—Gray 53 P 04521B—Blue
2½ in. wide. Shpg. wt., 1 oz. per yd. 5½¢

Ceiling ★

53 P 0976—White embossed ceiling paper.
Double roll. Shpg. wt., 2 lbs. 8 oz. 30¢

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED



GRAY... AN UP-AND-COMING SHADE

Gray is a color that's really going places in the decorating world! The reason is that it blends in so beautifully you can work it into your present decorative scheme, or use it for a starter in planning a new one. Then, too, it's practical despite its delicate appearance . . . that is, practical in 1940 because washable really means washable! Try wiping off this very sample with a damp cloth! Then, you'll be convinced.

The modern, stylized leaf design with deft touches of yellow to add sophistication, spells smart decoration. This paper has a *Color-Perfect Companion* stripe, shown on Page 33. Use them together in the same room . . . or in adjoining rooms. Both patterns are available in a grayed-blue, with rose in place of the yellow.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Be sure you see the companion stripe paper shown on Page 33

SIDEWALL PAPER

53 P 0523S—Gray, shown below. 53 P 0523B—Blue background. Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . 30¢

BORDER TO MATCH

53 P 04523S—For gray paper. 53 P 04523B—For blue paper. Actually measures 2¼ inches. Shpg. wt., 1 oz. per yd. . . . 5½¢

CEILING PAPER

53 P 0976—White embossed for either gray or blue paper. Double roll, 16 yards long. Shpg. wt., 2 lbs. 8 oz. . . . 30¢





LET'S HAVE A BLUE ROOM

Those young moderns with big ideas and small budgets see in this paper the solution to their decorating problems. Blue, a significant color in 1940, takes on new importance when combined with white and gray, and touches of silver for contrast. The lighter blue dots are youthful in spirit : : : the decorative motif, modern.

Most important of all is the fact it's both washable and fadeproof. So, years hence it will be just as blue and refreshing as it is now. Put it wherever you please, upstairs, downstairs, in small or large rooms : : . grand for those with dormer windows. One of the most widely usable papers offered in this portfolio of Color-Perfect wallpapers for 1940. Decide on it as part of your new decoration!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

Costs only \$2.55 to
paper an average room

SIDEWALL PAPER... 53 P 0445

As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....25¢

BORDER TO MATCH... 53 P 04445

As illustrated below. Actually measures about 2¼ inches in width. Shipping weight, 1 ounce per yard.....5¢

CEILING PAPER... 53 P 0938

White ceiling as illustrated on Page 45. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....25¢



AS PRETTY AS A PICTURE

The walls of your room determine its character and create the atmosphere. That's why it's so important to consider just what kind of a room you want before selecting your wallpaper. This scenic, light in coloring, with softly toned country scenes for decoration, will make walls as pretty as a picture, as well as create in your home a room that's a quiet, restful retreat. The embossing gives it a texture and a sheen, both of which beautifully enhance the richness of the background tones.

The neutral coloring is excellent for a background tone, because it makes a rich setting for your furnishings without focusing attention away from them. Consider this paper for your living room, dining room, or hall decorating scheme. The white background is shown below. You can have this same design in a tan background, which is equally good for any downstairs room. Both colors are washable, fadeproof, and semi-trimmed. For other scenics of different tone values, see Pages 48, 58, and 67.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

\$2.98 will paper a 10x12 room
in your home with this design

SIDEWALL PAPER

53 P 0515W—White background Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 30c

53 P 0515T—Tan background

BORDER TO MATCH

53 P 04515W—For white paper. Border is 1 3/4 inches wide. Shipping weight, 1 oz. per yd. 5 1/2c

53 P 04515T—For tan paper

CEILING PAPER

53 P 0976—White embossed. Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 30c

53 P 0978—Cream embossed.



FROM DOWN MEXICO WAY

Scenes from beautiful, exotic Mexico have been picked up in all their brilliance and placed right on your walls! The cream color background smartly contrasts the motif on this paper in keeping with the trend to Mexican decoration.

Use this pattern where you please. You'll like its bright colors and interesting design. You'll like, too, that it's fadeproof and washable . . . that it will stand the exposure to the sun . . . that you can whisk off smudges and soil with a damp sponge. You'll like, too, the fact that you can buy this paper with a white background . . . and that whether you choose either color you'll make grand savings.

Complete your colorful decoration with the Mexican print curtains shown on Page 31. This whole color scheme will tie up beautifully with your Fiesta ware and gay linens. If your mind runs to bright color and gay designs and you want decoration that's right up to the minute in style—you've found your paper right here!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

Bright, colorful decoration for
a 10x12 ft. room costs only \$2.55

SIDEWALL PAPER

53 P 0481T—Cream background. 53 P 0481W—White background.
Double roll of 16 yds., 18 in. wide. Shpg. wt., 2 lbs. . . . 25c

BORDER TO MATCH

53 P 04481T—For cream paper. 53 P 04481W—For white paper.
Measures 2 inches in width. Shpg. wt., 1 oz. per yd. . . . 5c

CEILING PAPER

53 P 0938—White ceiling paper as illustrated on Page 45.
53 P 0940—Cream color ceiling paper as shown on Page 57.
Double roll of 16 yards. Shipping weight, 2 pounds. . . . 25c





FLOWERS ON *Walls or Ceilings*

This rose wasn't born to blush unseen, but to make your home a more beautiful place to live. And, if you're one of those persons who dares to be different, you'll mass the flowers right up on the ceiling. It's a terribly clever decorating trick! You can have this paper with a white background as shown below, or a blue background with white flowers. With the white paper, consider the pink net ceiling, or use a white ceiling with either the blue or white walls. If you decide to put the flowers on the ceiling, we recommend the striped paper on Page 42 for the walls. Washable quality.

15¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.98

Sidewall ★

Border ★

Ceiling ★

53 P 0555—White 53 P 0555B—Blue
Double roll of 16 yards, 18 inches wide.
Shipping weight, 2 pounds.....30¢

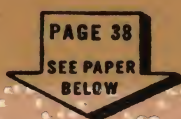
53 P 04555—White 53 P 04555B—Blue
2 in. wide. Shipping wt., 1 oz. per yd..5½¢

53 P 0944P—Pink ceiling as shown below.
Double roll. Shipping weight, 2 lbs.....25¢

53 P 0976—White embossed paper. Double
roll. Shipping weight, 2 lbs. 8 oz.....30¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





DRESS UP WITH *Dressmaker Details*

The niceties of the nineties have returned to fashion's favor to dress up your walls! Here's an utterly feminine design that you'll adore for bedrooms . . . especially a teen-aged girl's room. Isn't the border a charmer? Just like a starched peek-a-boo petticoat! Carry out the dainty color theme with a blue net ceiling as illustrated below. Sidewall paper also available in a white background with blue eyelet embroidery and pink ribbons. With that, pink net ceiling 53 P 0944P on Page 38 is suggested. Despite the dainty color, it's washable! Fadeproof and semi-trimmed, too.

12½¢

A SINGLE ROLL

This delightful pattern costs only \$2.55 for an average room

Sidewall ★

53 P 0449P—Pink 53 P 0449W—White
Double roll of 16 yards, 18 inches wide.
Shipping weight, 2 lbs. 25¢

Border ★

53 P 04449P—Pink 53 P 04449W—White
4 in. wide. Shpg. wt., 1 oz. per yd. 5¢

Ceiling ★

53 P 0944B—Blue ceiling as illustrated below.
53 P 0938—White as shown on Page 45.
Double roll. Shpg. wt., 2 lbs. 25¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





NEUTRAL TONES... ALWAYS GOOD

No matter what colors you have in furniture, rugs and draperies, you'll find neutral tones for the walls blend into the scheme of things beautifully. Here's a Color-Perfect wallpaper offered to you with the highest recommendations for good decoration and grand savings. A conservative design in shaded neutral tones, with touches of gold and silver for a note of richness. Washable and fadeproof.

This kind of pattern can be used in any of your downstairs rooms, and you'll find it equally suitable for bedrooms and halls upstairs, if you please. One thing everyone likes about the coloring is the fact that it harmonizes with the lighter paint tones of your woodwork, as well as offering splendid contrast to the deeper finishes of oak, walnut and mahogany. So, you see how very usable it is!

Be sure you see some of the other neutral colored papers in this book—on Pages 36, 48, 53, 68, and 30-in. plaster effects in the Decorator Group.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

\$2.88 is all it costs to
paper an average size room

SIDEWALL PAPER... 53 P 0525

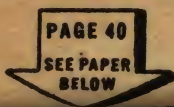
As sampled below. Double roll of 16 yards, 18 inches wide. Washable and fadeproof. Shipping weight, 2 lbs. 8 oz. 30¢

BORDER TO MATCH... 53 P 04525

As illustrated below. Measures about 2 inches in width. Shipping weight, 1 ounce per yard 5 1/2¢

CEILING PAPER... 53 P 0978

Cream color embossed ceiling paper. Sold in double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces. 30¢



SEE PAPER
BELOW



MAKE IT A LIVABLE ROOM

At home—in any room in your house. And you'll feel right at home, too, with this neat diagonal design wallpaper to make practical as well as attractive decoration, and give your rooms a livable, inviting atmosphere. We've shown you the border, and for the ceiling, suggest the white paper on Page 45.

These small diagonal designs are widely usable. This one, with its neat medallion motif, can be used anywhere you please . . . from living room right back to the kitchen. It's a washable, fadeproof quality that can take splashing if necessary, that will keep its freshness of color for years even if it is exposed to the sun.

Be sure to see the cellulose draperies on Page 31. The Tobacco Leaf and floral print designs will harmonize beautifully with the green background of the paper, and give a smart touch you never dreamed of having for so little. Wallpaper and draperies are available on Sears Easy Payments. See Page 59 for details.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

It costs only \$2.55 to
paper an average room

SIDEWALL PAPER... 53 P 0443G

Green paper as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....25c

BORDER TO MATCH... 53 P 0443G

As illustrated below. Actually measures about 1¾ inches in width. Shipping weight, 1 ounce per yard.....5c

CEILING PAPER... 53 P 0938

White ceiling as shown on Page 45. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....25c

SEE PAPER
BELOW



THIS STRIPE IN FOUR COLORS

Not content to be just another stripe, this one primped up a bit with a dainty lace effect that makes it ever so much dressier. You have your choice of peach, as shown below, and of green, blue or tan. All these other colors are accented in white like the paper below—they all have the same satin finish embossing—they're washable, fadeproof, semi-trimmed, and grand decoration at this low price.

There is a border for a finishing touch to the walls, and a white embossed paper for the ceiling. If you like colored ceilings, by all means consider the satin finish pastel tints illustrated in five colors on Page 78.

Now, if you want to do something different, choose the floral pattern 53 P 0555, Page 38, for the ceiling with a peach or blue striped wall. This idea of putting floral patterns overhead is definitely new. The result will be most striking. You'll like this flower-over-head idea best for your bedrooms or dining rooms.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Paper a 10x12 room in this stripe for only \$2.98

SIDEWALL PAPER

53 P 0559P—Peach as shown below. 53 P 0559G—Green stripe.
53 P 0559B—Blue stripe sidewall. 53 P 0559T—Tan stripe.
Double roll of 16 yards. Shpg. wt., 2 lbs. 8 oz. 30c

BORDER TO MATCH

53 P 04559P—For peach paper. 53 P 04559G—For green paper.
53 P 04559B—For blue paper. 53 P 04559T—For tan paper.
3 1/4 inches wide. Shipping weight, 1 oz. per yard. 5 1/2c

CEILING PAPER

53 P 0976—White embossed paper for all colors. Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. 30c



SAY!... DOESN'T IT LOOK NICE!

That's what you'll say when you step back and survey your papering job with a critical eye! And, you can be sure of the same successful results if you choose any of the three background colors in which this paper is available. You have your choice of blue as shown below, or peach and green, which are not illustrated.

All three lovely shades are practical decoration, too! They're washable... they're fadeproof... they're semi-trimmed! Smudges and finger prints can be wiped off quickly and easily with a damp cloth. Let the sun stream in on the walls... it won't fade the paper the least for many years. Embossed for a textured effect.

It's most gratifying to buy wallpaper with all these admirable qualities at such sound savings. If you want to "let yourself go" on this business of color, try a peach ceiling with the blue or green walls, and a blue ceiling with the peach. See Page 78 for colored ceilings. Otherwise, a white ceiling will do the trick beautifully.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Paper an average size room
in your home for only \$2.98!

SIDEWALL PAPER

53 P 0551B—Blue background. 53 P 0551P—Peach background.
53 P 0551G—Green background.
Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 30¢

BORDER TO MATCH

53 P 04551B—For blue paper. 53 P 04551P—For peach paper.
53 P 04551G—For green paper.
Border is 2¼ in. wide. Shipping weight, 1 oz. per yard... 5½¢

CEILING PAPER

53 P 0976—White embossed ceiling paper for all colors above.
Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 30¢



HARD TO BELIEVE IT'S WASHABLE

Yes, it is—but we ask you to give this sample your own washability test. Just make a smudge on the light background. Then, wipe it off with a damp sponge. When you see the yellow dry out just as fresh looking as though it had never been touched, you'll be convinced that washable really means washable!

And, there's nothing quite like a clear, honest-to-goodness yellow to perk up rooms. A grand design for bedrooms, especially those that don't get their full share of sunlight. The touches of brown in the stems of the flowers give a smart note of color contrast . . . and the silver sprays add a nice, bright gleam to your walls.

The same delightful pattern is available on a white background with bachelor button blue flowers. Both the white and yellow papers are washable, fade-proof, and semi-trimmed. Grand decoration for other rooms as well as bedrooms. You'll surely want this paper somewhere in your home. Better write out your order now!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

This pretty paper comes
in both yellow and white

SIDEWALL PAPER

53 P 0437Y—Yellow 53 P 0437W—White with blue flowers
Double roll of 16 yards. Shipping weight, 2 pounds.25c

BORDER TO MATCH

53 P 04437Y—Yellow as illustrated 53 P 04437W—White
Border is 2¾ inches wide. Shipping weight, 1 oz. per yd.5c

CEILING PAPER

53 P 0938—White ceiling as illustrated on Page 45. Double
roll of 16 yards. Shipping weight, 2 pounds.25c

SEE PAPER
BELOW



ONE OF THE LOVELY NEW *Dusty Tones*

This year of 1940 has brought so many beautiful new colors to walls! Below is one of the lovelier shades of the season—rose with a grayed-tone that makes it ever so smart. It makes beautiful decoration in your home . . . lends itself equally well to light or dark furnishings, and offers excellent contrast to papers like those on Pages 46 and 43. You'll surely want to work it into your new decorating scheme. It's a washable and fadeproof quality, too, that makes practical decoration despite the dainty color. White ceiling completes your room.

12½¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12 ft. room only \$2.55

Sidewall ★

53 P 0441—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.25¢

Border ★

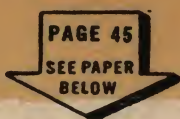
53 P 04441—Border to match. 2¼ in. wide. Shpg. wt., 1 oz. per yd.5¢

Ceiling ★

53 P 0938—White paper as shown below. Double roll of 16 yards, 18 in. wide. Shipping weight, 2 pounds.25¢

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





GRAYED-BLUE *another New Color*

An innocent-looking blue wears a subtle cloak of gray, and becomes one of the fashionable new colors. Choose it for one room, and the dusty rose color on Page 45, or the yellow on Page 44 for adjoining rooms. And, to keep those orchid-minded people happy, the design below is available in an orchid background, too. For your grayed-blue walls, complete the decoration with the yellow net ceiling illustrated. For either the blue or orchid papers, you can use a white ceiling, if you wish. All these papers we've mentioned here are washable, fadeproof, and semi-trimmed.

12 $\frac{1}{2}$ ¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.55

Sidewall ★

Border ★

Ceiling ★

53 P 0439—Blue 53 P 0439L—Orchid
Double roll of 16 yards, 18 in. wide. Shipping
weight, 2 pounds.....25¢

53 P 04439—Blue 53 P 04439L—Orchid
2 in. wide. Shpg. wt., 1 oz. per yd.....5¢

53 P 0944Y—Yellow ceiling shown below.
★ 53 P 0938—White shown on Page 45.
Double roll. Shpg. wt., 2 lbs.....25¢

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED

555





COLORS TO MAKE A BECOMING ROOM

Rooms can be becoming to your home, as well as make an attractive background for you. Keep this in mind when you consider this paper for one of your rooms. Lime green and apricot make a delectable combination of colors . . . the touches of gold add richness, and the embossing gives it textured effect. It's washable and fadeproof, and, of course, semi-trimmed too.

Use it in any room in the house. It makes rich, distinguished decoration wherever you put it and blends nicely with light or dark furnishings. Works out beautifully with peach or green papers in adjoining rooms to continue the color theme.

A cream colored paper that's embossed to carry out the fabric effect is suggested for the ceiling. Consider, too, that you can include this paper on your Easy Payment order . . . in fact, you can paper the whole house at one time, and pay a little each month. See Page 59 for details on how easy it is to do.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

\$2.98 is all it costs to
paper an average room

SIDEWALL PAPER... 53 P 0527

Green and apricot color, as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....30c

BORDER TO MATCH... 53 P 04527

To complete your decorating job. Measures about 2½ inches in width. Shipping weight, 1 ounce per yard.....5½c

CEILING PAPER... 53 P 0978

Cream color embossed ceiling paper. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....30c



PERFECT FOR DOWNSTAIRS ROOMS

Decorators agree that there's nothing quite like a scenic wallpaper to give interest to walls. The paper we've shown you below has a deep beige background tone that is slightly grayed . . . to make it perfect for blending with any color you may have in the room. The country scenes that make up the design give a restful character to the room, and add a third dimensional effect to the paper as well.

Grand for large rooms because this type of design tends to lend perspective to the room. The color contrast of green, rust, and brown tones, are in the best taste. This paper is a washable quality—which means finger marks and smudges can be washed off quickly and easily with mild soap and water.

There are many other papers of this type in this book. See the embossed scenic on Page 36, the excellent Currier and Ives print on Page 67, and Page 58 for a scenic paper in darker tones. Look at them all before you decide!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

Costs only \$2.55 to
paper an average room

SIDEWALL PAPER... 53 P 0433

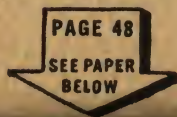
As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds. 25c

BORDER TO MATCH... 53 P 04433

Completes your decorating job. Actually measures about 1¾ inches in width. Shipping weight, 1 ounce per yard. 5c

CEILING PAPER... 53 P 0940

Cream color as shown on Page 57. Double roll of 16 yards. Shipping weight, 2 pounds. 25c





AGE OF ELEGANCE *Returns*

Here's wallpaper that keeps up with fashion! The design is a modern baroque effect right in step with the current return to the age of elegance . . . the background tone is slightly grayed in the 1940 manner. You have your choice of dusty pink or dusty green. With both background colors, a gray net ceiling, as shown below, is suggested for an added note of elegance. You can have a white ceiling, if you prefer. All these papers we've mentioned here are washable, fadeproof and semi-trimmed. For other washable papers in dusty tones, see Pages 45, 46 and 57.

12¹/₂¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12-ft. room only \$2.55

Sidewall ★

Border ★

Ceiling ★

53 P 0429—Pink 53 P 0431—Green
Double roll of 16 yards, 18 in. wide. Shipping
weight, 2 pounds. 25c

53 P 04429—Pink 53 P 04431SP—Green
2 in. wide. Shpg. wt., 1 oz. per yd. 5c

53 P 0944S—Gray net as shown below.
★ 53 P 0938—White as shown on Page 45.
Double roll. Shpg. wt., 2 lbs. 25c

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED

555





SHIPSHAPE IN *Red and Black*

Adventurers at heart! You'll know this is your paper! Stay right at home and sail the seven seas in bright red ships! Best of all, you can put this paper anywhere. In the kitchen, it adds color and spanking freshness . . . in the bathroom, withstands splashing because it's washable . . . boys love its dashing spirit in their bedrooms . . . it peps up the walls of your summer cottage living room. Carry out the great outdoors feeling with stars on the ceiling. The ceiling paper is shown to give the effect of the whole room. Refreshing, isn't it? White ceiling available, too.

12½¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12 ft. room only \$2.55

Sidewall ★

53 P 0487—Red and black ships on white
as shown below. Double roll of 16 yds.
18 in. wide. Shpg. wt., 2 lbs. 25c

Border ★

53 P 04487—Border to match is actually
2¼ in. wide. Shpg. wt., 1 oz. per yd 5c

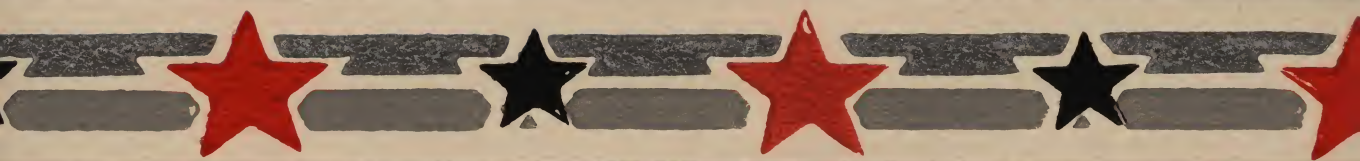
Ceiling ★

53 P 0942—Star ceiling as shown below.
★ 53 P 0938—White as shown on Page 45.
Double roll Shpg. wt., 2 lbs. 25c

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED

555





JUST WHAT YOU NEED !

The most indispensable type of design you could ever hope to find . . . and cute as a trick, too! Prim posies planted with amazing precision on a polka-dotted background that gives it a clean-cut, crisp appearance. Because the pattern is so minute, it does wonders to walls in smaller rooms! Makes them seem ever so much bigger. A grand choice for your rooms with dormer windows because you can let the design run right over the broken wall surfaces . . . even over the ceiling if you please.

Somehow or other, it seems that this paper has more than its rightful share of good qualities. It's washable . . . it's fadeproof . . . it's semi-trimmed . . . and to top it off, comes in the three attractive colors shown below. You'll surely want it in some room in your home! An attractive border that is just as perky and colorful as the sidewall, and a white ceiling complete your decoration. You'll be ever so proud of the results with this combination, and of your ability as your own decorator!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

All you need to spend is \$2.55
to paper a room with this design

SIDEWALL PAPER

53 P 0435W—White background. 53 P 0435B—Blue background.
53 P 0435P—Pink background.
Double roll of 16 yards. Shipping weight, 2 pounds. 25c

BORDER TO MATCH

53 P 04435W—For white paper. 53 P 04435B—For blue paper.
53 P 04435P—For pink paper.
Border is 1¾ inches wide. Shipping wt., 1 oz. per yd. 5c

CEILING PAPER

53 P 0938—White ceiling paper as shown on Page 45
Double roll of 16 yards. Shipping weight, 2 pounds. 25c



RICH QUEEN ANNE CHINTZ DESIGN

You know how practical glazed chintz is for draperies and slip covers. Now, you can have the same kind of design with that glazed look on your walls, too. And, it does make practical decoration! It's washable, fadeproof, and semi-trimmed. To you that means wiping away smudges with a damp sponge . . . that the dainty colors in the design will stay delightfully fresh looking for years.

To make a really elegant decorating job, see the glazed pastel tones for the ceiling on Page 78. Either the peach, blue, or green, are suitable, but of course, your decision about color depends on the colors of your room accessories. This combination of glazed chintz effect walls and a pastel ceiling will make a flattering setting for your 18th Century mahogany bedroom furniture, and be equally lovely and delightful with furnishings in the lighter tones, too. Rich highlights of gold add an opulent note to finish off the decorative scheme in a truly distinctive manner.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Costs only \$2.98 to
paper an average room

SIDEWALL PAPER... 53 P 0561

Chintz pattern as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces. 30c

BORDER TO MATCH... 53 P 04561

Completes your decoration. Measures about 2¼ inches in width. Shipping weight, 1 ounce per yard. 5½c

CEILING PAPER... 53 P 0976

White embossed ceiling paper. Sold in double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces. 30c



HAS A COMPANION STRIPE

Good things come in pairs! That's certainly true of this rich tapestry effect that boasts as its fashion mate a *Color-Perfect Companion* stripe. See it on the following page. Here you've got two papers that are definitely smart decoration in themselves, but which you can combine in all sorts of clever ways if you wish. Have one wall in stripes . . . and three in the tapestry effect . . . or reverse the order. If you will, use them in adjoining rooms. Continuity of color is very smart this season.

The tapestry design on a beige background has a stately feeling. Its beauty is enhanced by a basket weave embossing that gives it a textured look like a real fabric. Color has been applied . . . just enough of it mind you . . . to relieve the monotone background. Papers like this one make you realize that fine decoration need not be expensive. This paper is washable, fadeproof, and of course, semi-trimmed. Work out your new decorating scheme around it now—you'll like it!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Paper an average room with
this pattern for only \$2.98

SIDEWALL PAPER... 53 P 0507

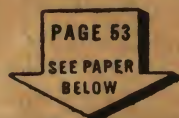
As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds.....30c

BORDER TO MATCH... 53 P 04507SP

To add a finishing touch. Measures about 1¾ inches in width. Shipping weight, 1 ounce per yard.....5½c

CEILING PAPER... 53 P 0978

Cream colored embossed paper. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....30c





VERTICALLY OR HORIZONTALLY

These young moderns are so unpredictable! Give them a striped wallpaper and there's no telling if they'll hang it vertically or horizontally. But, you can be sure that whatever way it is hung, the finished effect will be very, very smart.

The paper illustrated below is especially good in coloring . . . because, you know, neutral tones blend so beautifully with your color scheme. It's an unusual stripe, too, with bands of little stripes shaded into an ombre effect. If you don't know which way you want to hang it, be sure to consider the contours of your room. Stripes hung vertically give height to the room . . . horizontally, they seem to bring down the ceiling and create an illusion of increased length and width.

Make your room doubly smart with the *Color-Perfect Companion* paper on Page 53. Use these papers together or in adjoining rooms. For other companion ideas, see Pages 32, 33-34, and 62. Washable, fadeproof, semi-trimmed.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Costs only \$2.98 to
paper an average room

SIDEWALL PAPER... 53 P 0509

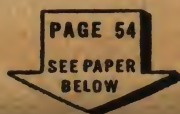
Striped paper as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces. 30¢

BORDER TO MATCH... 53 P 04509

Measures 1¾ inches in width. Adds a finishing touch. Shipping weight, 1 ounce per yard. 5½¢

CEILING PAPER... 53 P 0978

Cream color embossed paper. Sold in double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces. 30¢





DOES BEAUTIFUL THINGS

Blue magic for your dining room! It's yours with deep rich blue paper like this one that transforms walls into things of beauty. The design of dog-wood blossoms in full bloom . . . the foliage in grayed tones . . . combine to make one of the grandest papers in this Tri-View Portfolio of Color-Perfect Wallpapers.

Use it as the basis for your new decorating scheme. From it take your cues for painting woodwork in white or pearl gray . . . perhaps you would like the palest possible yellow moire drapes with tailored curtains of white. It becomes still more inviting when you consider it's washable, and that the lovely blue shade will stay just as fresh and blue for years. It's fadeproof, too; and, of course, semi-trimmed. Have a blue room in your home . . . and for it choose this elegant example of colored wallpaper. You'll find it really does beautiful things. For other blue papers that command attention, see those listed on Pages 63, 65 and 69 of this book.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

You can paper a 10x12 room
with this paper for only \$2.98

SIDEWALL PAPER... 53 P 0517

Beautiful blue paper as shown below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....30c

BORDER TO MATCH... 53 P 04517

For a finishing touch to your job! Measures 2½ inches in width. Shipping weight, 1 ounce per yard.....5½c

CEILING PAPER... 53 P 0976

White embossed ceiling to complete your decoration. Double roll, 16 yards. Shipping weight, 2 pounds 8 ounces.....30c





SMART COMBINATION OF COLORS

*R*ed and black continue to hold their heads above all other colors for smart kitchen decoration. We've taken a modern decorative motif, dressed it up in bright red and the blackest black, placed it against a white, washable, fadeproof background . . . and given you this marvelous value in smart decoration for your kitchen or dinette. And then, we went just a step farther and added a rich touch of silver.

Complete your decoration in the same brilliant, colorful manner with a border of bright bands of color as we've shown below. For the ceiling there's a white washable, fadeproof paper. These washable, fadeproof qualities are so very important with white backgrounds, because then you know paper will stay white, and not discolor or yellow from time or exposure to the sun. Washability means that those smudges and finger prints that seem to appear from nowhere will disappear like magic with the use of a damp sponge and mild suds. Semi-trimmed, of course.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.20 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.55 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.15 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 3.80 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.10 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.15 |

12½¢

A SINGLE ROLL

Costs only \$2.55 to
paper an average room

SIDEWALL PAPER... 53 P 0489

Modern design as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....25c

BORDER TO MATCH... 53 P 04489

As illustrated below. Actually measures about 2¼ inches in width. Shipping weight, 1 ounce per yard.....5c

CEILING PAPER... 53 P 0938

White, as shown on Page 45. Sold in double rolls of 16 yards. Shipping weight, 2 pounds.....25c

PAGE 56

SEE PAPER
BELOW



FLATTERY WITH *Cool Green*

Paper a room in cool, flattering green, and make it the envy of all the other rooms in your home! This particular pattern has a true green background with 1940's fashionable touch of gray to make it just a little bit newer than the greens you've been accustomed to. The sprays of flowers are delicately colored in cream, with brown-tones in the stems and leaves. Complete your decoration with a cream color ceiling, as shown below. You can see the ceiling, border, and sidewall just as they will appear in your home. This paper is washable, fadeproof and has a semi-trimmed edge:

12½¢

A SINGLE ROLL

Sidewall, border, and ceiling
for 10x12 ft. room only \$2.55

Sidewall ★

53 P 0447—As sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....**25c**

Border

★ **53 P 04447**—Border to match. Actually 2¼ in. wide. Shpg. wt., 1 oz. per yd.....**5c**

Ceiling

★ **53 P 0940**—Cream color as shown below. Double roll of 16 yards, 18 in. wide. Shipping weight, 2 pounds.....**25c**

SEE ROLLAGE CHART, PAGE 62, FOR AMOUNT NEEDED

555





TIME MEANS NOTHING

At last! A wallpaper that defies time itself. It makes the practical kind of decoration that resists soiling because of the mottled effect background in brown tones—with accents of rust and green to add a touch of color to your decorating scheme. The scenic motif of rich tropical flavor makes the walls interesting, and the kind of decoration that you won't tire of quickly. Top off all these good things with the fact that it's washable, fadeproof, and semi-trimmed.

You'll like the textured effect of the embossing, and the highlights of gold that give it an expensive look. There's a border to match, as illustrated below, and for the ceiling, we've suggested a marbleized effect on a white background that blends with the colors beautifully. This whole combination will give you the kind of decorating you'll enjoy having in your home. It's a grand value, too, at Sears low price. Before you decide, see other scenic wallpapers on Pages 36, 48, and 67.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Costs only \$2.98 to
paper an average room

SIDEWALL PAPER... 53 P 0501

Practical, scenic paper as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. 8 oz....30¢

BORDER TO MATCH... 53 P 04501

As illustrated below. Actually measures about 1¼ inches in width. Shipping weight, 1 ounce per yard.....5½¢

CEILING PAPER... 53 P 0980

Marbleized effect on a white background. Sold in double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces...30¢





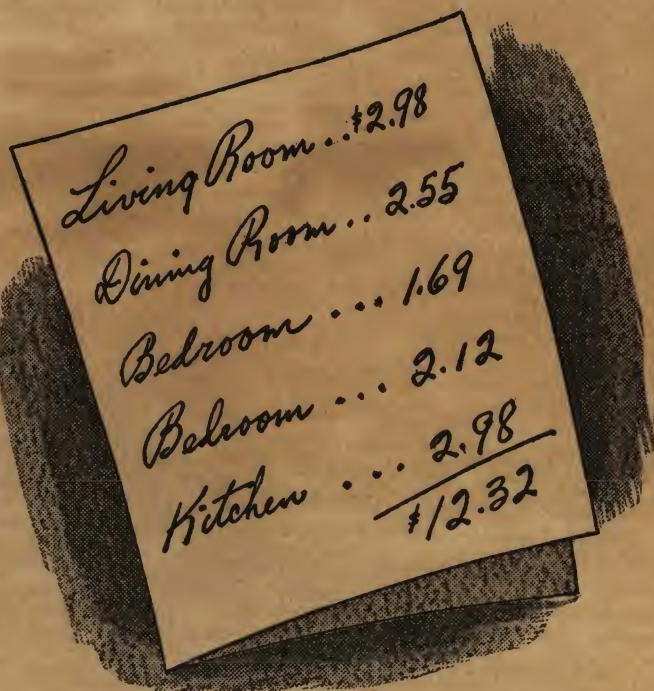
Paper **ALL** your Rooms!

Make up a decorating budget for all the rooms in your home. For an average 10 x 12-ft. room we've selected a 15c washable, fadeproof quality for the living room and kitchen, a 12 ½c washable, fadeproof paper for the dining room, and 10c and 7 ½c fadeproof papers for the bedrooms.



Enjoy those beautiful rooms you've always wanted — NOW! Remember, wallpaper is sold on Sears Easy Terms if the order amounts to \$10.00 or more. Just a small down payment and convenient monthly installments make it so easy to have and enjoy new decoration. Paste, tools, and all the things you need to do a complete papering job are also available on Easy Payments. Figure out just how little it will cost you to decorate all your rooms with Color-Perfect wallpaper, and consult the chart below for the amount of the monthly installments on Easy Payments. Do it now!

See Sears big catalog or any sale book for more complete details.



| If Cash Price Amounts to | Carrying Charge | Send | Payable Monthly |
|-----------------------------|--------------------|--------|--------------------|
| \$10.00 to \$11.00 | \$1.00 | \$2.00 | \$2.00 |
| 11.01 to 12.00 | 1.00 | | |
| 12.01 to 13.00 | 1.05 | | |
| 13.01 to 14.00 | 1.15 | | |
| 14.01 to 15.00 | 1.25 | | |
| 15.01 to 16.00 | 1.35 | | |
| 16.01 to 17.00 | 1.45 | \$2.50 | \$3.00 |
| 17.01 to 18.00 | 1.50 | | |
| 18.01 to 19.00 | 1.60 | | |
| 19.01 to 20.00 | 1.70 | | |
| 20.01 to 21.00 | 1.80 | | |
| 21.01 to 22.00 | 1.90 | | |

TOOLS AND SUPPLIES FOR PAPERING

7-PIECE ECONOMY TOOL KIT

Low priced kit of good quality tools. Contains all the pieces you need for your papering job. Set includes 12-in. smoothing brush with one row 2-in. bristles; paste brush with 2 rows 3¼-in. white bristles; wall-scraper with semi-flexible blade; sharp 1½-in. steel wheel knife; hard maple seam roller; maple plumb bob with 20-ft. line; carpenter's blue chalk. You can buy smoothing brush and paste brush separately if you wish.

7-PIECE TOOL KIT

53 P 50—Shipping weight, 1 lb. 12 oz. 95¢

SMOOTHING BRUSH ONLY

53 P 43—Shipping weight, 11 oz. 17¢

PASTE BRUSH ONLY

53 P 36—Shipping weight, 1 pound 23¢

MASTER-ART TOOL KIT (not illus.)

Same as above—better quality tools and brushes.
53 P 51—Shipping weight, 1 lb. 12 oz. \$1.25



LOW PRICED SMOOTHER

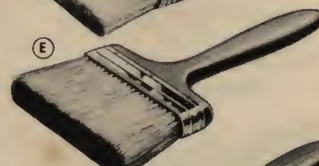
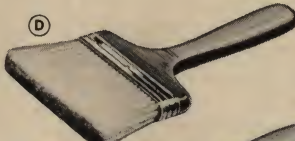
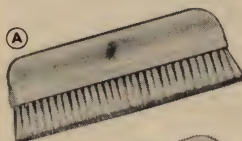
Ⓐ Good quality, 12-in. smoother that will give excellent service. Has two rows 2-in. white Tampico fibers set in smooth wood block. Easy to work with. Shpg. wt., 12 oz.
53 P 44 25¢

BETTER QUALITY SMOOTHER

Ⓑ Medium priced, 12-in. smoothing brush with two rows medium stiff pure black sterilized horsehair bristles. 2 in. long. Smooth wood block. Brush is easy to hold and work with. Shipping weight, 11 oz.
53 P 45 55¢

BEST QUALITY SMOOTHER

Ⓒ Lasts longer than other brushes. 12-in. smoother with two rows black sterilized horsehair bristles 2 in. long, firmly secured with brass wire. Shipping weight, 11 oz.
53 P 46 98¢



ECONOMY PASTE BRUSH

Ⓓ Outstanding value. 7-in. brush with 3 rows selected Tampico fibers 3¼ in. long. Hardwood handle, lacquer finish. Nickel-plated ferrule. Shipping weight, 1 lb. 3 oz.
53 P 37 45¢

BETTER QUALITY BRUSH

Ⓔ Carries and spreads more paste than Economy brush above. 7 in. wide with 4 rows sterilized horsehair and fiber mixture bristles. Hardwood handle. Shpg. wt., 1 lb. 3 oz.
53 P 38 75¢

BEST QUALITY BRUSH

Ⓕ For paste or kalsomine. 7-in. wide with Chinese bristle casing and mixed horsehair center. 3¼-in. bristles set securely in bakelite. Gives long service. Shpg. wt., 1 lb.
53 P 39 \$1.35

COLD WATER SIZE

Easy to mix. Shows up hot spots in new walls to avoid discoloration. Use over old walls before papering. 1 pound makes 6 quarts—enough for an average size room. Shipping weight, 1 lb. 4 oz.
53 P 7—1-lb. pkg. 19¢

WALL SIZING GLUE

Famous Peter Cooper brand, used for generations. Dry, ground glue to mix with warm water. For plastered walls and woodwork. 1 pound makes enough sizing for average room. Shipping weight, 1 lb. 4 oz.
53 P 6—1-lb. pkg. 25¢

WALLPAPER CLEANERS

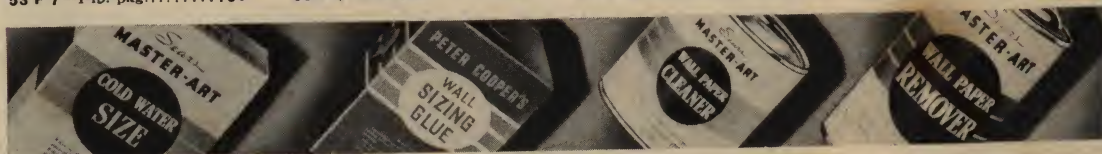
One can cleans average room or 4 window shades. Shpg. wts., 1 lb. 4 oz. and 3 lbs.
53 P 13—12-oz. can. 7¢
3 for 19¢

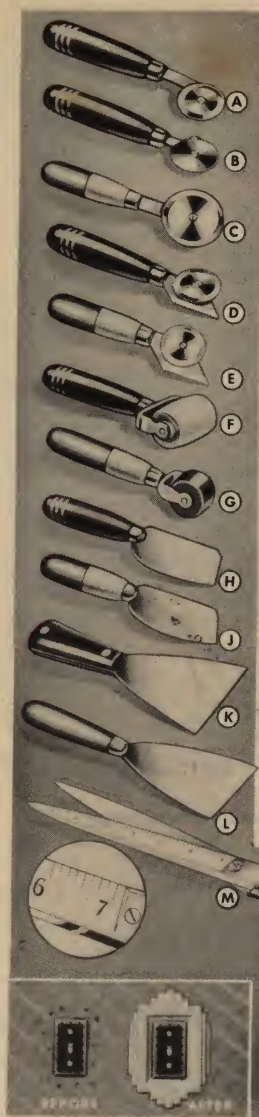
Walvet Cleaner. . . Nationally advertised. Shpg. wt., 3 lbs.
53 P 12—2¼-lb. can. 29¢

WALLPAPER REMOVERS

Liquid: 1 pt. in 4 gal. water enough for 2 average size rooms. Shipping weight, 1 lb. 8 oz.
53 P 9—1 pint. 45¢

Powder: 1¼-oz. pkg. for small room. Shpg. wt. 3 oz. 3 pks., 6 oz.
53 P 10—1¼ oz. 10¢
3 for 25¢





(A) **Base Trimmer**
Smooth 1½-in. diam. circular blade.
Gooseneck shank. Riveted handle.
53 P 15—Shpg. wt., 5 oz.43c

(B) **Base Trimmer**
Serrated wheel 1½-in. diam. Arbor
mounted at angle. Nickel plated frame.
53 P 16—Shpg. wt., 5 oz.53c

(C) **Wheel Knife**
2-in. circular blade of cutlery steel.
53 P 25—Shpg. wt., 5 oz.33c

(D) **Base Trimmer and Paper Knife**
Serrated wheel, 1½-in. diameter with
1½-in. milled edge straight blade
knife. Riveted handle. Best quality.
53 P 17—Shpg. wt., 5 oz.53c

(E) **Base Trimmer and Paper Knife**
1½-in. serrated wheel knife with
1½-in. straight blade. Good quality.
53 P 26—Shpg. wt., 5 oz.35c
1½-in. serrated wheel knife only.
53 P 27—Shpg. wt., 5 oz.35c

(F) **Large Seam Roller**
Rock maple, 2 in. wide. Oval face.
53 P 18—Shpg. wt., 6 oz.39c
Composition roller (not illustrated)
53 P 19—Shpg. wt., 6 oz.49c
Composition sidearm roller (not illus.)
53 P 20—Shpg. wt., 6 oz.55c

(G) **Seam Roller**
Rock maple, 1 in. wide. Oval face.
53 P 28—Shpg. wt., 5 oz.25c

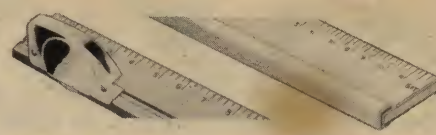
(H) **Trimming Knife**
Flexible blade. Keen edge, 3¼x1¼ in.
53 P 21—Shpg. wt., 4 oz.25c

(I) **Trimming Knife**
Half-elastic, 3¼x1¼-in. blade.
53 P 29—Shpg. wt., 4 oz.19c

(K) **Wall Scraper**
3-in. half-elastic blade. Taper ground.
53 P 22—Shpg. wt., 5 oz.39c

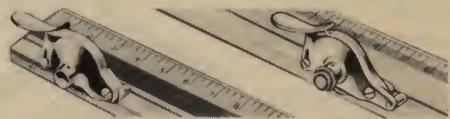
(L) **Wall Scraper**
Half-elastic, 2½-in. steel blade.
53 P 30—Shpg. wt., 6 oz.12c

(M) **Paperhanger's Shears**
12-in. cast shears with nickel-plated
finish, and ruled blade. 7¼-in. cut.
53 P 33—Shpg. wt., 1 lb.55c
Lifetime Quality Shears (not illus.)
Crucible tool steel blades, malleable
handles. No rule on blade. 7¼ in. cut.
53 P 35—Shpg. wt., 1 lb.95c



BARGAIN TRIMMER
2-in. tool steel wheel blade
trimmer usable on any
straight edge with trimmer
track. 5-ft. grooved wood
straight edge, marked in
inches. Shpg. wt., 3 lbs.
53 P 058.....\$1.55
Same as above with zinc
strip. Shpg. wt., 4 lbs.
53 P 062.....\$1.69
With 53 P 55 metal straight
edge, zinc strip. Shpg. wt., 7 lbs.
53 P 064.....\$2.79

STRAIGHT EDGE
All metal straight edge.
Nickel satin finish. Has
graduations for measuring.
Shipping wt., 6 lbs.
53 P 055—6ft. long.\$1.98
6-ft. graduated straight
edge. 5-pc. laminated with
steel edge. No trimmer
track. Shpg. wt., 3 lbs. 4 oz.
53 P 053—6ft. long.\$2.19
7-ft. as above. Shipping
weight, 4 pounds.
53 P 054—7ft. long.\$2.65



SIMPLEX TRIMMER
Nickel-plated case, bronze
bearings. 2-in. steel wheel.
6-ft. 3-pc. laminated
straight edge. Rustproof
trimmer track. Zinc strip.
Shpg. wt., 9 lbs.
53 P 065.....\$4.75
Trimmer only. Shpg. wt., 1 lb.
53 P 065T.....\$1.89
Straight edge only. Ship-
ping weight, 8 pounds.
53 P 065S.....\$2.89

LIFETIME OUTFIT
Latest style, finest quality
trimmer, and better grade
5-pc. laminated straight
edge. Channel brass bound
Screwless construction
Zinc strip. Shpg. wt., 9 lbs.
53 P 071.....\$6.95
Trimmer only. Shpg. wt., 1 lb.
53 P 071T.....\$2.90
6-ft. straight edge only.
Shipping weight, 8 lbs.
53 P 071S.....\$3.89



SWITCH SHIELD
Ivory color plastic shield fits
under standard size switch
plates. Illustration above
shows your walls before and
after. Switch shield makes an
attractive addition to your
room, and protects wallpaper
from finger prints. Switch
not included.

Single Switch size (illus.) Ship-
ping weight, 7 ounces.
53 P 92.....25c

Double Switch size (not illus.)
Shipping weight, 10 ounces.
53 P 93.....35c

PROFESSIONAL PASTE TABLE
N Finest quality Sitka spruce. Top is one-
piece board. Non-creeping. Inside length
is 6 feet. Folds with space inside for tools.
Steel brace supports make it sturdy and firm.
Rests for zinc strip and straight edge. When
opened, table is 6 feet long, 22 in. wide, and
33 in. high. A real buy. **Not mailable.**
53 PM 73—Shpg. wt., 24 lbs.....\$5.95

ZINC STRIP
P Protects table top and insures cleaner
cut. Strip is 7 feet long, 3 inches wide.
Shipping weight, per strip, 1 lb. 4 oz.
53 P 79—7 ft. length.....27c

PASTE BOARDS
R Excellent quality
wood. Lightweight,
warp resisting. Made in
two sections of clear ½-
in. basswood with dowel
connections. Measure 23
in. wide when opened.
Zinc strip included. Use
with trestles to make
your own paste table.
6-ft. length, Mailable.
Shipping weight, 14 lbs.
53 P 075.....\$3.25
7-ft. length, Not Mailable.
Shipping weight, 16 lbs.
53 PM 76.....\$3.69

TRESTLES
T Improved, easy
folding type made
of oil-dipped clear
maple. Constructed
with improved type free-
action top joints. **Very
sturdy. Attachable straight
edge rests included.** Top
bar measures 36 in.
wide. Height adjustable
from 29 in. to 33 in. Used
with paste boards,
makes an economical
paste table. Shpg. wt.,
per pair, 6 lbs. 10 oz.
Mailable.
53 P 080—Pair..\$1.69

ROLLAGE CHART

for 18-inch Wallpaper

★ IMPORTANT

No allowance has been made in this chart for door and window openings, but only for matching the pattern. For directions on how much to deduct for openings, see Page 31.

| Size of room in feet | Double Rolls of 18-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling | Size of room in feet | Double Rolls of 18-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling | Size of room in feet | Double Rolls of 18-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling |
|----------------------|---|-------|--------|-----------------|-------------------------|----------------------|---|-------|--------|-----------------|-------------------------|----------------------|---|-------|--------|-----------------|-------------------------|
| | 8 Ft. | 9 Ft. | 10 Ft. | | | | 8 Ft. | 9 Ft. | 10 Ft. | | | | 8 Ft. | 9 Ft. | 10 Ft. | | |
| 8x8 | 4 | 5 | 5 | 12 | 1 | 10x16 | 7 | 8 | 8 | 19 | 3 | 15x16 | 8 | 9 | 10 | 23 | 4 |
| 8x10 | 5 | 5 | 6 | 14 | 2 | 12x12 | 6 | 7 | 8 | 18 | 3 | 15x18 | 8 | 9 | 10 | 24 | 5 |
| 8x12 | 5 | 6 | 7 | 15 | 2 | 12x14 | 7 | 8 | 8 | 19 | 3 | 15x20 | 9 | 10 | 11 | 25 | 5 |
| 8x14 | 6 | 6 | 7 | 16 | 2 | 12x16 | 7 | 8 | 9 | 21 | 4 | 16x16 | 8 | 9 | 10 | 23 | 4 |
| 9x10 | 5 | 6 | 6 | 14 | 2 | 12x18 | 8 | 9 | 10 | 22 | 4 | 16x18 | 9 | 10 | 11 | 25 | 5 |
| 9x12 | 6 | 6 | 7 | 16 | 2 | 13x14 | 7 | 8 | 9 | 20 | 3 | 16x20 | 9 | 10 | 11 | 26 | 5 |
| 9x14 | 6 | 7 | 7 | 17 | 2 | 13x16 | 8 | 8 | 9 | 21 | 4 | 16x24 | 10 | 11 | 13 | 29 | 6 |
| 9x16 | 7 | 7 | 8 | 18 | 3 | 13x18 | 8 | 9 | 10 | 23 | 4 | 18x20 | 10 | 11 | 12 | 28 | 6 |
| 10x10 | 5 | 6 | 7 | 15 | 2 | 14x14 | 7 | 8 | 9 | 20 | 4 | 18x24 | 11 | 12 | 13 | 31 | 7 |
| 10x12 | 6 | 6 | 7 | 16 | 2 | 14x16 | 8 | 9 | 10 | 22 | 4 | 20x24 | 11 | 12 | 14 | 32 | 8 |
| 10x14 | 6 | 7 | 8 | 18 | 3 | 14x18 | 8 | 9 | 10 | 23 | 4 | 20x30 | 13 | 14 | 16 | 36 | 10 |

551-561-556

COMPANION PAPERS GO TOGETHER

Color-Perfect companions get along in congenial fashion on your walls! For other companion ideas, see Pages 32, 33-34, and 53-54. Shpg. wt. of papers below—double roll, 2 lbs. 8 oz.—border, 1 oz. per yd.

DUSTY ROSE TAKES ON A MAUVE CAST

18¢

Single Roll

53 P 0609P—Sidewall paper with flowers. Double roll.....36¢
53 P 04609P—Border. Yard..6¢
53 P 0611P—Striped sidewall paper. Double roll.....36¢
53 P 04611P—Border. Yd.. 6¢
53 P 0976—White embossed ceiling paper for both. Dbl.roll.30¢

"DUDE RANCH" FOR WALLS... STARS OVERHEAD

15¢

Single Roll
(53 P 0575)

53 P 0575—"Dude Ranch" sidewall paper. Double roll.....30¢
53 P 04575—Border. Per yard.....5½¢
53 P 0978—Cream ceiling Dbl.roll..30¢
53 P 0477—Star paper for ceilings or walls. Double roll.....25¢
53 P 04477—Border. Per yd.....5¢
53 P 0938—White ceiling Dbl. roll ..25¢

FROM A RICH, ROMANTIC PAST

18¢

Single Roll

53 P 0631—Scenic sidewall paper. Double roll.....36¢
53 P 04631—Border. Yard.. 6¢
53 P 0623C—Companion stripe sidewall. Double roll.....36¢
53 P 04623C—Border. Yard..6¢
53 P 0978—Cream color embossed ceiling for both. Dbl. roll.30¢



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From the collection of:

Alan O'Bright

SHIPPING WEIGHTS

Double roll, 2 lbs. 8 oz.
Border, 1 oz. per yd.

MODERN TRELLIS DESIGN

0595—White. Dbl. roll. .30c
04595—White Border. Yd. 5½c
0595G—Green. Dbl. roll. .30c
04595G—Green Bord. Yd. 5½c
0976—Wht. Ceil. Dbl. roll. .30c

SEE THIS IN GRAY ON PAGE 33

P 0521B—Blue striped sidewall.
ible roll. 30c
P 04521B—Border. Yard. 5½c
P 0976—Embossed White ceil-
paper. Double roll. 30c



DECORATOR GROUP

A magnificent collection of superior quality wallpapers. Here you'll find popular patterns thirty inches wide, distinguished designs in deeper tones, elegant silk-brocade effects, a famous Currier and Ives print . . . all papers to make your home more distinctive.





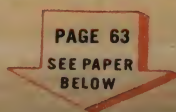
*H*igh in quality . . . high in fashion! Superior quality papers . . . superbly washable, fade-proof, and semi-trimmed, printed on extra heavy paper stock. Here you'll find the types of papers selected by professional decorators. There's grand variety of 30-inch plaster and brocade effects . . . a Currier and Ives print that until now has sold for 90c a single roll . . . a knotty pine reproduction . . . luxurious silk embossings . . . textured effects . . . all papers that make your dreams about beautiful decoration a reality. Extend payment on Easy Terms if you wish . . . see Page 59 for details on Easy Payments.

MODERN CLASSIC DESIGN IN THREE COLORS

An ageless design interpreted for you in the 1940 manner! The result—a wallpaper that creates an atmosphere of refinement and elegance in your living room, dining room, or bedrooms. Available in deep blue, and in gray and tan for those of you who prefer lighter tones. See Page 65 for another paper in deep tones, and Page 62 for number of rolls needed. Shpg. wts.: double roll, 2 lbs.; border, 1 oz. per yd.

SIDEWALL . . . 53 P 0633B—Blue . . . 53 P 0633S—Gray . . . 53 P 0633T—Tan . . . Double roll 36c
BORDER . . . 53 P 04633B—Blue . . . 53 P 04633S—Gray . . . 53 P 04633T—Tan . . . 2½ in. wide. Per yd. . 6c
CEILING . . . 53 P 0976—White—for blue and gray . . . 53 P 0978—Cream—for tan. Double roll . . 30c

18c SINGLE ROLL





WALLS WITH A *Fashion Future*

The best-dressed room in your home will graciously wear this flattering green silk-embossed paper. Flowers and leaves in lighter shades of green, white and gray, delicately accented with peach, make a design that's exquisitely beautiful and graceful. A border of classic simplicity completes your decoration smartly.

Wallpaper that is so richly highlighted with a silken sheen decorates walls in magnificent fashion, and creates an appropriate setting for your most treasured furnishings. You can hardly believe that anything so delicately lovely will withstand washing, but this paper will. It's fadeproof, too, so the color and sheen are there to stay. This pattern is also available in a luscious dusty rose shade. For either the rose or green background, a white, embossed ceiling paper is recommended.

18¢

A SINGLE ROLL

This rich looking paper costs only \$3.36 for a 10x12 room

Sidewall ★

Border

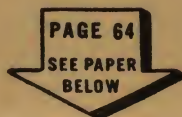
Ceiling

53 P 0621G—Green 53 P 0621P—Rose
Double roll of 16 yards, 18 inches wide.
Shipping weight, 2 pounds 8 ounces... **36c**

★ 53 P 04621G—Green 53 P 04621P—Rose
2¼ in. wide. Shpg. wt., 1 oz. per yd. **6c**

★ 53 P 0976—White embossed paper for
either green or rose background. Double roll.
Shipping weight, 2 pounds 8 ounces... **30c**

SEE ROLLAGE CHART ON PAGE 62 FOR AMOUNT NEEDED





THAT SMART COLOR-PERFECT LOOK

Deep, vibrant tones accented with a scenic motif of off-white shades, makes one of the smartest designs in this TRI-VUE PORTFOLIO of Color-Perfect wallpapers. So smart, in fact, that our decorators chose it for the 18th Century living room on the cover of this Decorator Group. For those of you who want a deep-toned wallpaper, but find that the red shade shown below doesn't blend with your furnishings, the same pattern is offered in a very deep blue, which is equally beautiful.

The border to match is illustrated, and for the ceiling, a white embossed paper is suggested. This paper is washable, fadeproof, and semi-trimmed—facts so important with deep tones because you are sure that the color will last.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

This beautiful paper costs
only \$3.36 for a 10x12-ft. room

SIDEWALL PAPER

53 P 0615R—Deep red as shown below. 53 P 0615B—Deep blue.
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . 36c

BORDER TO MATCH

53 P 04615R—For red paper. 53 P 04615B—For blue paper.
As illustrated below. 2 in. wide. Shpg. wt., 1 oz. per yd. 6c

CEILING PAPER

53 P 0976—White embossed paper for use with either red or
blue sidewall. Double roll. Shpg. wt., 2 lbs. 8 oz. 30c





LIKE REAL KNOTTY PINE

Satisfy that yearning for wood panelling in the den, Junior's bedroom, or the recreation room, with this excellent reproduction of knotty pine! To make certain that the paper would have the appearance of real wood, a piece of knotty pine was photographed to get the exact detail of the grain. Then, it was transferred to this paper by an engraving process to carry out the effect of mellowness. The border has an expensive hand-carved look that's right in keeping with the effect of the sidewall paper.

Here's a suggestion for an interesting decorative touch. Use the blue star paper 53 P 0477 on Page 62 on the ceiling. It carries out the theme of outdoors that's so desirable in any room where you have a wood effect. Here's another tip! Give the knotty pine paper a coat of shellac. This added touch will give such a realistic effect you'll have a hard time convincing yourself it isn't real wood. Consider, too, the Tobacco Leaf design draperies shown on Page 31 to complete your decoration.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.04 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.56 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.38 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.44 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.26 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.72 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.78 |

20¢

A SINGLE ROLL

Costs only \$3.56 to
paper an average room

SIDEWALL PAPER... 53 P 0605

Knotty pine reproduction as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds.....40¢

BORDER TO MATCH... 53 P 06605

Completes your papering job! Measures about 2¾ inches in width. Shipping weight, 1 ounce per yard.....6¢

CEILING PAPER... 53 P 0978

Cream color embossed paper. Double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces.....30¢



FAMOUS CURRIER AND IVES PRINTS

Your own collection of American prints right on the walls of your home! You can well afford it with this wallpaper that has for its design very excellent reproductions of some of the most famous Currier and Ives prints. These early American scenes, on a cream background, have been embossed for a rich, mellowed look.

Here's the kind of paper you would pay at least 90c a single roll for elsewhere, and now you can have it for a mere fraction of that amount. Not only is it such an outstanding value, but it's washable, fadeproof, and semi-trimmed, too!

In fact, it's such a grand paper that we've shown it twice in this book ... the sample below so you can feel the extra heavy weight, and in miniature on Page 87, to give you the all-over effect. Look at them both, and you'll surely decide that it's the paper for some room in your home. Grand for living rooms, dining rooms, or halls. A cream colored embossed ceiling is suggested to carry out the mellowed effect.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.44 |
| 10 x 12 ft. | 5 | 2 | 16 | 4.06 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.98 |
| 12 x 14 ft. | 6 | 3 | 19 | 5.04 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.96 |
| 14 x 16 ft. | 8 | 4 | 22 | 6.52 |
| 14 x 18 ft. | 8 | 4 | 23 | 6.58 |

25¢

A SINGLE ROLL

Costs only \$4.06 to
paper an average room

SIDEWALL PAPER... 53 P 0703

As sampled below. Double roll of 16 yards, 18 inches wide. See it in miniature on Page 87. Shpg. wt., 2 lbs. 8 oz. 50c

BORDER TO MATCH... 53 P 04703

Completes your decorating job. Actually measures about 2 1/4 inches in width. Shipping weight, 1 ounce per yard. 6c

CEILING PAPER... 53 P 0978

Cream color embossed ceiling for a finishing touch. Double rolls of 16 yards. Shipping weight, 2 lbs. 8 oz. 30c



MODERN MAKE-UP FOR YOUR WALLS

*D*ecoration for the prestige room in your home! Here it is in a modern treatment of a foliage pattern that's been embossed with a tweed texture to give it the much desired fabric look. The colors are not obvious, but merely shades of tan that blend together beautifully, with the faintest touch of terra cotta for color contrast. This kind of paper makes a rich, impressive background for your traditional furnishings and is an especially good choice for your living room, dining room, or hall.

There's a companion stripe to match this design. Just order the tan stripe on Page 72, 53 P 0623T. It has the same tweed embossing, so it matches the leaf design perfectly in texture as well as color, and makes the leaf pattern doubly usable.

This foliage pattern is also available in a white silk background with a rib embossing like its *Color-Perfect Companion* stripe 53 P 0623W listed on Page 72. Both papers match beautifully in coloring and texture—will make distinctive decoration.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

\$3.36 will paper a 10x12 room with this modern design

SIDEWALL PAPER

53 P 0617—Tan paper with tweed embossing as shown below.
53 P 0617W—White silk background with rib embossing. Double roll, 16 yards. Shipping weight, 2 pounds 8 ounces.36c

BORDER TO MATCH

53 P 04617—For tan paper. 53 P 04617W—For white paper.
Border is 2¼ inches wide. Shpg. wt., 1 oz. per yard.6c

CEILING PAPER

53 P 0978—Cream (for tan) 53 P 0976—White (for white)
53 P 0980—Marbleized effect suitable for either color. Embossed quality. Double roll. Shpg. wt., 2 lbs. 8 oz.30c





FOR THOSE WHO WANT THE LAST WORD

So new, in fact, that it was hardly off press in time to be included in this portfolio of 1940 Color-Perfect papers! Everything about it is new . . . the color . . . the design . . . and what's really news, is the fact it's so very usable! Put it anywhere you please . . . living room, dining room, hall, bedrooms . . . with the most delightful results.

In fact, we liked it so well that we've shown it in two places in this book. The taupe tone background that's so significant in the world of decoration is sampled below, the yellow background on the second cover of this book, and it's also available in smart grayed-blue, not sampled here. The taupe background is embossed like the sample below, and the blue and yellow backgrounds are smooth surfaced.

All three shades are beautifully washable, fadeproof, and, of course, semi-trimmed. A border in keeping with the sidewall paper, and a plain white, embossed ceiling are suggested to complete your decoration in the modern manner.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

This modern wallpaper is available in three colors

SIDEWALL PAPER

53 P 0627—Taupe background as shown below.
53 P 0627B—Blue background. 53 P 0627Y—Yellow background.
Double roll of 16 yds. Shpg. wt., 2 lbs. 8 oz. 36c

BORDER TO MATCH

53 P 04627—For taupe background shown below.
53 P 04627B—For blue paper. 53 P 04627Y—For yellow paper.
2 inches wide. Shpg. wt., 1 oz. per yard. 6c

CEILING PAPER

53 P 0976—White embossed paper for all colors listed above.
Double roll of 16 yds. Shpg. wt., 2 lbs. 8 oz. 30c





WALLS THAT CAN REALLY TAKE IT

A varnished tile effect that's a perfect foil for splashers! Put it in the bathroom . . . put it in the kitchen, and you can keep those walls just as spanking fresh and clean as though they were real tile. The secret of the whole thing is the varnished surface. Makes it possible to wipe off walls quickly with a damp cloth or wash them with soap and water to keep that spotlessly clean, looking-like-brand-new effect!

These varnished papers are certainly a boon to housewives! Just wash off the walls in a jiffy, and you've more time to do other things. The coloring gives you plenty of suggestions for working out ideas in curtains, towels, and painting your furniture. When you can have beauty and practical decoration at one time . . . and at this price . . . you've got a value that you can't afford to pass up. Better order it now!

For the ceiling, use a varnished paper with small figures in matching colors on a white background, or a plain white varnished paper, whichever you prefer.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.24 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.76 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.68 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.74 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.66 |
| 14 x 16 ft. | 8 | 4 | 22 | 6.12 |
| 14 x 18 ft. | 8 | 4 | 23 | 6.18 |

20¢

A SINGLE ROLL

This varnished tile effect costs only \$3.76 for a 10x12 room!

SIDEWALL PAPER

53 P 0697—Varnished tile effect as shown below. Double roll of 16 yards. 18 inches wide. Shipping weight, 2 pounds.40c

BORDER TO MATCH

53 P 04697—About 2 inches wide. You'll need this for a finishing touch! Shipping weight, 1 ounce per yard.6c

CEILING PAPER

53 P 0695—White background with small matching colored figures.
53 P 0998—Plain white varnished paper if you prefer.
Double roll of 16 yards. Shipping weight, 2 pounds.40c



30-INCH PAPERS ARE EASY TO HANG

A rich, baroque-effect wallpaper that's 30 inches wide! It's a gem of decoration from the standpoint of coloring, design, and versatility of application. A perfect choice for your living room or dining room, where its richness will make a fitting background for your walnut and mahogany pieces. See how beautifully the touches of color have been recessed! This gives a splendid quality of depth to the walls.

When you plan your new decoration, consider the whole house. With this rich paper in one room, you can use blue, peach or a dusty rose in adjoining rooms to carry out the continuity of color. See Pages 43, 44, and 45 for papers suitable for this purpose. This new portfolio makes it possible for you to see several papers at one time, so you can get an idea of just how they will look right in your home. These 30-inch papers are popular because they are easy to hang . . . there are fewer seams . . . and the quality of the paper is so heavy defects in walls are concealed.

AMOUNT AND COST PER ROOM

Allowance has been made in this chart for the average number of window and door openings. For a more complete chart of room sizes, see Page 87. This paper is about 29 inches wide, but is called 30-inch paper by the wallpaper industry. This is called to your attention to avoid any misunderstanding.

| Size of Room 8-Ft. Ceiling | Triple Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 3 | 2 | 14 | \$3.69 |
| 10 x 12 ft. | 4 | 2 | 16 | 4.56 |
| 10 x 14 ft. | 4 | 3 | 18 | 4.98 |
| 12 x 14 ft. | 4 | 3 | 19 | 5.04 |
| 12 x 16 ft. | 5 | 4 | 21 | 6.21 |
| 14 x 16 ft. | 5 | 4 | 22 | 6.27 |
| 14 x 18 ft. | 6 | 4 | 23 | 7.08 |

25¢

A SINGLE ROLL

Costs just \$4.56 to paper
an average size room

SIDEWALL PAPER... 53 P 0871

As sampled below. Triple roll of 15 yards. Washable, fadeproof, semi-trimmed. Shipping weight, 3 pounds 8 ounces. 75c

BORDER TO MATCH... 53 P 04871

Completes your papering job. Measures about 4 inches in width. Shipping weight, 1 ounce per yard. 6c

CEILING PAPER... 53 P 0980

Marbleized embossed ceiling for a rich finishing touch. Double roll of 16 yards. Shipping weight, 2 pounds 8 ounces. 30c



DRAMATIZE WALLS WITH STRIPES

The vogue for stripes is right up in the front rank of the parade of wall fashions! You'll agree that there's nothing quite like the subtleness of a striped wall to give a room a smart appearance. The silk embossed stripe shown below in ivory, to match the scenic pattern 53 P 0631, Page 62, also comes in cream, to match the silk brocade paper 53 P 0625T, Page 77, white, tan, and pink backgrounds.

This pattern is more than just a stripe . . . it's pin stripes banded together to make broader stripes, and with the smartest results. The white and tan backgrounds are suggested as *Color-Perfect Companions* to the leaf design 53 P 0617W and 53 P 0617, described on Page 68. Stripes make such grand decoration! You can use them anywhere you wish—living rooms, dining rooms, halls, bedrooms—and get a smooth tailored effect. You'll want stripes in at least one room in your home. See those on Pages 33, 42 and 54 before you make up your mind. They're all grand values.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 8-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

This smart stripe costs just \$3.36 for an average size room

SIDEWALL PAPER

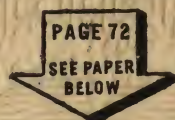
53 P 0623—Ivory 53 P 0623C—Cream 53 P 0623T—Tan
53 P 0623W—White 53 P 0623P—Pink
Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 36c

BORDER TO MATCH

53 P 04623—Ivory 53 P 04623C—Cream 53 P 04623T—Tan
53 P 04623W—White 53 P 04623P—Pink
Border is 2¼ inches wide. Shipping weight, 1 oz. per yd. 6c

CEILING PAPER

53 P 0976—White Embossed 53 P 0978—Cream Embossed
Double roll of 16 yards. Shipping weight, 2 lbs. 8 oz. 30c



AUTUMN TONES FOR RICH COLOR

Those rich, vibrant tones you see in the autumn woods can be right on the walls of your home the year 'round with this wallpaper. The brown tones of the background offer excellent contrast to the shades of rust, green and yellow in the leaf design, as well as give your walls a mellowed, well-bred look. This paper is an engraved quality that's embossed. It's washable, fadeproof, and semi-trimmed, too.

Consider it for your downstairs rooms. You'll like the rich setting it makes for your furnishings . . . the colors it suggests for decoration in adjoining rooms. Look at the papers on Pages 71 and 66, with this continuity of color in mind.

This new TRI-VUE PORTFOLIO makes it possible for you to see several papers at one time, and to get the effect of color from room to room. Something else to consider when you choose Color-Perfect wallpaper is that you can buy it on Easy Payments. See Page 59 for details on how easy it is to paper all your rooms at once.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.44 |
| 10 x 12 ft. | 5 | 2 | 16 | 4.06 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.98 |
| 12 x 14 ft. | 6 | 3 | 19 | 5.04 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.96 |
| 14 x 16 ft. | 8 | 4 | 22 | 6.52 |
| 14 x 18 ft. | 8 | 4 | 23 | 6.58 |

25¢

A SINGLE ROLL

Costs only \$4.06 to
paper an average room

SIDEWALL PAPER... 53 P 0701T

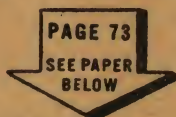
Engraved paper as sampled below. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces. 50c

BORDER TO MATCH... 53 P 04701T

To complete your job! Measures about 1 3/4 inches in width. Shipping weight, 1 ounce per yard. 6c

CEILING PAPER... 53 P 0980

Embossed marbled effect on white background. Sold in double rolls of 16 yards. Shipping weight, 2 lbs. 8 oz. 30c





OUR LOWEST PRICED 30-INCH PAPER

This paper is not washable, but we've included it in this Decorator Group because it is one of those much-in-demand 30-inch plaster effects. It is fade-proof, however, so those glowing undertones you see in the sample below will keep their life and color for years even if the sunlight streams right in on your walls.

Your choice of a paper like this one means good looking, practical decoration that's very inexpensive, too. You'll like the lacy design of the cream color overtone, and the warm touches of rust and green that have been recessed to give a quality of depth. To complete your decoration, a cream color embossed washable quality paper is recommended for the ceiling. Plan on this decoration for your home now!

See the "Tobacco Leaf" cellulose draperies on Page 31. They'll harmonize beautifully with this wallpaper, as well as add a smart decorator's touch to your room. They look ever so much more expensive than their low price suggests. Order now!

AMOUNT AND COST PER ROOM

Allowance has been made in this chart for the average number of window and door openings. For a more complete chart of room sizes, see Page 87. This paper is about 29 inches wide, but is called 30-inch paper by the wallpaper industry. This is called to your attention to avoid any misunderstanding.

| Size of Room 9-Ft. Ceiling | Triple Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 3 | 2 | 14 | \$2.72 |
| 10 x 12 ft. | 4 | 2 | 16 | 3.28 |
| 10 x 14 ft. | 4 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 4 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 5 | 4 | 21 | 4.61 |
| 14 x 16 ft. | 5 | 4 | 22 | 4.67 |
| 14 x 18 ft. | 6 | 4 | 23 | 5.17 |

15¢

A SINGLE ROLL

Costs just \$3.28 to
paper an average room

SIDEWALL PAPER... 53 P 0807

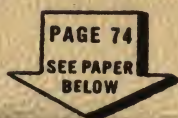
As sampled below. Triple roll of 15 yards, 30 inches wide. A grand value. Shipping weight, 3 pounds 8 ounces.....45c

BORDER TO MATCH... 53 P 04807

Completes your decoration. Measures about 2 inches in width. Shipping weight, 1 ounce per yard.....5½c

CEILING PAPER... 53 P 0978

Cream color embossed for a finishing touch. Sold in double rolls of 16 yards, 18 inches wide. Shipping weight, 2 lbs. 8 oz.....30c





THIS PANEL EFFECT IS 30 INCHES WIDE

A medallion-panel motif in one of those very popular 30-inch decorator papers that makes such grand decoration. The background tone is a warm, rich cream color with a silk moire finish that is ever so impressive looking. The effect of medallions set into panels that run the full height of the room gives it a formal appearance. These papers of rich design and neutral coloring are just the thing for walls that are intended to make an elegant background for your furnishings.

The paper on which this design has been printed is an extremely heavy quality, which makes it easy to handle while hanging, and the fact that it's 30 inches wide means fewer strips to cut and paste—fewer seams, too. For the ceiling, use the marbled effect on a white background listed below.

There are other 30-inch papers in this book in plaster and brocade effects. See them on Pages 71, 76 and 79. Easy Payments available. See Page 59.

AMOUNT AND COST PER ROOM

Allowance has been made in this chart for the average number of window and door openings. For a more complete chart of room sizes, see Page 87. This paper is about 29 inches wide, but is called 30-inch paper by the wallpaper industry. This is called to your attention to avoid any misunderstanding.

| Size of Room 8-Ft. Ceiling | Triple Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 3 | 2 | 14 | \$3.69 |
| 10 x 12 ft. | 4 | 2 | 16 | 4.56 |
| 10 x 14 ft. | 4 | 3 | 18 | 4.98 |
| 12 x 14 ft. | 4 | 3 | 19 | 5.04 |
| 12 x 16 ft. | 5 | 4 | 21 | 6.21 |
| 14 x 16 ft. | 5 | 4 | 22 | 6.27 |
| 14 x 18 ft. | 6 | 4 | 23 | 7.08 |

25¢

A SINGLE ROLL

Costs just \$4.56 to
paper an average room

SIDEWALL PAPER... 53 P 0873

As sampled below. Triple roll of 15 yds., approximately 29 in. wide. Washable and fadeproof. Shpg. wt., 3 lbs. 8 oz.... 75c

BORDER TO MATCH... 53 P 04873

Completes your decoration. Measures about 4 inches in width. Shipping weight, 1 ounce per yard..... 6c

CEILING PAPER... 53 P 0980

Embossed Marbled effect on white background. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. 8 oz.. 30c

SEE PAPER
BELOW



SMART 30-INCH PLASTER EFFECT

Every year these 30-inch papers are in greater demand! Little wonder, too, because they are so easy to hang, and you're always sure of getting professional-looking decoration. The quality of the paper is so heavy that it conceals unsightly cracks and uneven wall surfaces. This paper doesn't require matching so you'll find yourself hanging strip after strip and finding it's easy to do . . . and fun, too!

The neutral tones of the paper are so warm and rich that they lend a splendid contrast to your furnishings. The touches of color have been deftly recessed to give a quality of depth. These tones of blue, peach, and rust are your cues for selecting papers for adjoining rooms. See the samples on Pages 43, 45 and 46 for working out a color continuity scheme in your home. It's really the smart way to plan your decoration. Remember, too, that there are fewer seams with 30-inch papers, which means fewer strips to paste and handle. You can include wallpaper on your Easy Payment Order.

AMOUNT AND COST PER ROOM

Allowance has been made in this chart for the average number of window and door openings. For a more complete chart of room sizes, see Page 87. This paper is about 29 inches wide, but is called 30-inch paper by the wallpaper industry. This is called to your attention to avoid any misunderstanding.

| Size of Room 8-Ft. Ceiling | Triple Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 3 | 2 | 14 | \$3.24 |
| 10 x 12 ft. | 4 | 2 | 16 | 3.96 |
| 10 x 14 ft. | 4 | 3 | 18 | 4.38 |
| 12 x 14 ft. | 4 | 3 | 19 | 4.44 |
| 12 x 16 ft. | 5 | 4 | 21 | 5.46 |
| 14 x 16 ft. | 5 | 4 | 22 | 5.52 |
| 14 x 18 ft. | 6 | 4 | 23 | 6.18 |

20¢

A SINGLE ROLL

Costs \$3.96 to paper an average room with this 30-in. paper

SIDEWALL PAPER... 53 P 0821

As sampled below. Triple roll of 15 yards approximately 29 inches wide. Shipping weight, 3 pounds 8 ounces.60c

BORDER TO MATCH... 53 P 05821

Complete your decorating job! Actually measures about 3 inches in width. Shipping weight, 1 ounce per yard.6c

CEILING PAPER... 53 P 0980

Embossed marbleized effect on white ground. Double roll of 16 yards. Shipping weight, 2 pounds 8 ounces.30c



SILK EMBOSSING IS LUXURIOUS

*S*ilk for your best occasions—a lustrous silk brocade effect for the best dressed room in your home. You have your choice of three elegant colors . . . pink, as shown below—tan, with a rich honey cast—and cool, flattering green. Any of the shades will make equally beautiful wall coverings. For the ceiling, a white or cream dull embossed paper contrasts the silken sheen and completes your decoration.

This paper is suitable for your living room, dining room, hall or bedrooms. Choose the color that blends or contrasts best with your furnishings, or select your favorite color, and plan your new room accessories around it.

There's a *Color-Perfect Companion* stripe, for the tan background. It's the silk embossed stripe 53 P 0623C listed on Page 72. This companion idea makes papers ever so much more adaptable. Use them together in the same room if you like, or in adjoining rooms for continuity of color. Better order them both!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

Paper an average size room
in your home for only \$3.36

SIDEWALL PAPER

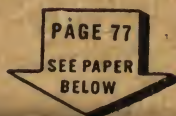
53 P 0625—Pink silk embossed background as shown below.
53 P 0625T—Light Tan background. 53 P 0625G—Green background.
Double roll, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. 36c

BORDER TO MATCH

53 P 04625—For pink paper. 53 P 04625T—For tan paper.
53 P 04625G—For green paper.
Border is 4 inches wide. Shipping weight, 1 oz. per yd. 6c

CEILING PAPER

53 P 0976—White embossed paper for pink and green.
53 P 0978—Cream embossed paper for tan background.
Double roll, 16 yards. Shipping weight, 2 lbs. 8 oz. 30c





USE THIS ON WALLS OR CEILINGS

*W*ashable—fadeproof—glazed with a satin finish—and in five lovely pastel shades! All these things are yours in this grand paper that you can use on walls or ceilings. Here's where you can apply your ingenuity and get striking, unusual effects! Do the walls in contrasting colors, or the ceiling in one shade and the walls in another. Or, you can select any one of these pastel tints as a ceiling with the sidewall paper you've chosen from this TRI-VUE PORTFOLIO. Consider peach, blue or green with the chintz design on Page 52—the peach with the green paper on Page 47—or the decorative possibilities of the 9-inch swag border and the nursery design shown on Page 31 with one of these pastel tints for the sidewall paper.

For those of you who want pastel tones in a dull finish paper, we've listed six colors below, but they are not shown in this book. They're just a bit deeper in tone than the sample below, and have a pebble embossed textured finish.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.57 |
| 10 x 12 ft. | 5 | 2 | 16 | 2.98 |
| 10 x 14 ft. | 6 | 3 | 18 | 3.69 |
| 12 x 14 ft. | 6 | 3 | 19 | 3.75 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.46 |
| 14 x 16 ft. | 8 | 4 | 22 | 4.81 |
| 14 x 18 ft. | 8 | 4 | 23 | 4.87 |

15¢

A SINGLE ROLL

Satin and dull finish pastel
tints for walls or ceilings

SATIN FINISH PAPER—SHOWN BELOW

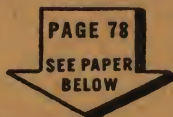
53 P 0563W—White 53 P 0563P—Peach 53 P 0563G—Green
53 P 0563C—Cream 53 P 0563B—Blue
Double roll. Shipping weight, 2 pounds 8 ounces.....30c

BORDER TO MATCH ABOVE PAPERS

53 P 03563W—White 53 P 03563P—Peach 53 P 03563G—Green
53 P 03563C—Cream 53 P 03563B—Blue
Swag border 4¼ inches wide. Shpg. wt., 1 oz. per yd...5½c

DULL FINISH PAPER—NOT SHOWN

53 P 0976—White 53 P 0978—Cream 53 P 0974A—Peach
53 P 0974P—Pink 53 P 0974B—Blue 53 P 0974G—Green
Double roll. Shipping weight, 2 pounds 8 ounces.....30c





FORMAL BROCADE... 30 INCHES WIDE

Nothing compares with a formal brocade design to give your decorating scheme a touch of extravagance. This one is an easy-to-hang 30-inch paper with the rugged quality of a plaster effect, combined with the softness of a fabric in appearance. Touches of terra cotta and blue are deftly recessed and the lighter cream tones are highlighted, which adds a quality of depth to the walls and enhances the beauty of the fabric effect. Embossed with a sheen that adds further interest.

Your walls done with this paper, the 3-inch border for a finishing touch, and a white embossed ceiling paper over-head—and your decoration is completed—beautifully. Washable and fadeproof, so the same tone qualities you see here now will last for years even if exposed to the sun. The ceiling is washable, too.

Don't overlook the ease of buying on Easy Payments. Makes it possible for you to paper all your rooms at one time and pay later. See Page 59:

AMOUNT AND COST PER ROOM

Allowance has been made in this chart for the average number of window and door openings. For a more complete chart of room sizes, see Page 87. This paper is about 29 inches wide, but is called 30-inch paper by the wallpaper industry. This is called to your attention to avoid any misunderstanding.

| Size of Room 9-Ft. Ceiling | Triple Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 3 | 2 | 14 | \$3.69 |
| 10 x 12 ft. | 4 | 2 | 16 | 4.56 |
| 10 x 14 ft. | 4 | 3 | 18 | 4.98 |
| 12 x 14 ft. | 4 | 3 | 19 | 5.04 |
| 12 x 16 ft. | 5 | 4 | 21 | 6.21 |
| 14 x 16 ft. | 5 | 4 | 22 | 6.27 |
| 14 x 18 ft. | 6 | 4 | 23 | 7.08 |

25¢

A SINGLE ROLL

This paper costs only
\$4.56 for a 10x12 room

SIDEWALL PAPER... 53 P 0855

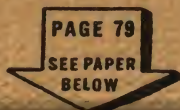
As sampled below. Triple roll of 15 yards, approximately 29 inches wide. Washable—fadeproof. Shpg. wt., 3 lbs. 8 oz. **75c**

BORDER TO MATCH... 53 P 05821

Completes your decoration. Measures about 3 inches in width. Shipping weight, 1 ounce per yard..... **6c**

CEILING PAPER... 53 P 0976

White embossed ceiling paper. Sold in double rolls of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces..... **30c**





A SHADOW PLAID PLASTER EFFECT

You want a shadow plaid . . . you want a plaster effect . . . you want wallpaper richly enhanced with gold. Well, here are all your wants in this one wallpaper! And, topped off with these additional features . . . washable, fadeproof and semi-trimmed. Plus all these good things, it's a grand value at Sears low price.

This type of wallpaper makes about the most practical kind of decoration you could choose for your downstairs rooms. It makes definitely good-looking walls . . . blends in beautifully with your furnishings . . . and if you should happen to slip up on the matching, it won't be noticeable. To complete your decoration, we've recommended a cream color embossed ceiling paper that picks up the lighter tones of the wallpaper, and blends harmoniously into your whole decorating scheme.

You probably won't find a more practical, economical paper anywhere at this price. Better decide on it now. Remember, you'll want the border to match, too.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$2.88 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.36 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.14 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.20 |
| 12 x 16 ft. | 7 | 4 | 21 | 4.98 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.40 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.46 |

18¢

A SINGLE ROLL

Costs only \$3.36 to
paper an average room

SIDEWALL PAPER... 53 P 0629

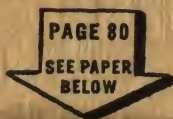
As sampled below. Double roll of 16 yards, 18 inches wide. A real buy. Shipping weight, 2 pounds 8 ounces.36c

BORDER TO MATCH... 53 P 04629

As illustrated below. Actually measures about 2¼ inches in width. Shipping weight, 1 ounce per yard.6c

CEILING PAPER... 53 P 0978

Cream color embossed ceiling. Sold in double rolls of 16 yards. Shipping weight, 2 pounds 8 ounces.30c





LIKE A RICH TAPESTRY

Wallpaper with the appearance of a rich old tapestry decorates your downstairs rooms in a distinguished manner! The very coloring has a mellowness . . . the embossing gives it a fabric look that adds a splendid quality of depth. Touches of blue, peach, and rust offer color contrast to the brown tones of the background and give it warmth. Washable, fadeproof, and semi-trimmed are more of its features!

These tapestry effects always make such rich decoration, and such an impressive background for your furnishings. You'll find a design like this works out beautifully in large or small rooms, and with dark or light furnishings. Refer to Page 85, to see a similar paper that is available in five different background colors.

Consider, too, that wallpaper can be purchased on Easy Payments. This means that the whole house can be decorated at one time by paying just a little down. Page 59 of this book tells you how easy it is to buy on Sears Easy Terms.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.04 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.56 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.38 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.44 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.26 |
| 14 x 16 ft. | 8 | 4 | 22 | 5.72 |
| 14 x 18 ft. | 8 | 4 | 23 | 5.78 |

20¢

A SINGLE ROLL

Costs only \$3.56 to
paper a 10x12-ft. room

SIDEWALL PAPER... 53 P 0601

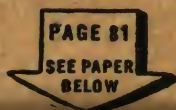
As sampled below. Double roll of 16 yards, 18 inches wide. A grand value. Shipping weight, 2 pounds 8 ounces.....40c

BORDER TO MATCH... 53 P 04601

Completes your job. Measures about 2 inches in width. Shipping weight, 1 ounce per yard.....6c

CEILING PAPER... 53 P 0980

Marbleized effect on white background. Double roll of 16 yards. Shipping weight, 2 pounds 8 ounces.....30c





SCRUBBABLE... GUARANTEED FOR 3 YEARS

*P*aper and paint your walls in one operation! You can do it with this paint-coated paper that looks and wears just like paint, but you buy it by the roll and hang it like wallpaper! It's a dream to keep clean, too! Wash it off with soap and water . . . scrub it if necessary . . . and watch it come out looking just like brand new!

Below we've shown you actual samples of this marvelous discovery in wallpaper! You can have your choice of white, cream, green, or peach, all of which have been illustrated so that you see the exact color. Do a room in one color, or mix them if you please. You might like cream walls with a green or peach ceiling.

Paint-coated paper is guaranteed to be scrubbable for three years. If it doesn't give you this service, we will be glad to replace it without any cost to you. For the same quality paper in figured patterns, see the designs shown on Pages 83 and 84. You know, of course, wallpaper is available on Easy Payment Terms.

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$5.64 |
| 10 x 12 ft. | 5 | 2 | 16 | 6.56 |
| 10 x 14 ft. | 6 | 3 | 18 | 8.28 |
| 12 x 14 ft. | 6 | 3 | 19 | 8.34 |
| 12 x 16 ft. | 7 | 4 | 21 | 10.06 |
| 14 x 16 ft. | 8 | 4 | 22 | 10.92 |
| 14 x 18 ft. | 8 | 4 | 23 | 10.98 |

555-519

40¢

A SINGLE ROLL

Costs \$6.56 to paper
a 10x12 ft. room

SIDEWALL PAPER

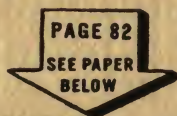
53 P 0797W—White as shown. 53 P 0797C—Cream as shown.
53 P 0797P—Peach as shown. 53 P 0797G—Green as shown.
Double roll of 16 yards. Shpg. wt., 3 lbs.80c

BORDER TO MATCH

53 P 06795 —For white paper. 53 P 06797C—For cream paper.
53 P 06797P—For peach paper. 53 P 06797G—For green paper.
2¼ in. wide. Shpg. wt., 1 oz. per yd.6c

CEILING PAPER

Order sidewall papers listed above for your ceilings, too.







PAINT-COATED

40¢

A SINGLE ROLL

Average room costs
only \$6.56

Here's wallpaper that takes to water like a duck! And, here's a design that's a perfect choice for a kitchen, bathroom, or nursery! Your walls are 100% washable with this paint-coated paper . . . and mighty attractive, too. A neat border to match, a white paint-coated paper ceiling, and you have decoration to be proud of! The paper is fadeproof, of course, and guaranteed scrubbable for three years. See other paint coated papers on Pages 82 and 84.

SIDEWALL PAPER . . . 53 P 0795

Illustrated at left. Double roll of 16 yds.
18 in. wide. Shpg. wt., 3 lbs. 80¢

BORDER TO MATCH . . . 53 P 06795

2¼ inches wide. Illustrated at left. Shipping
weight, 1 ounce per yard. 6¢

CEILING PAPER . . . 53 P 0797W

Plain white paint-coated paper. Double
roll. Shipping weight, 3 pounds. . . . 80¢

SEE PAGE 62
FOR AMOUNT NEEDED

SCRUB IT IF YOU PLEASE

40¢

A SINGLE ROLL

A challis print design that's grand for bedrooms, or wherever else you wish to put it. So dainty, you won't believe it can actually be scrubbed . . . yet, guaranteed to withstand average scrubblings for at least three years! Attractive border to complete the decoration, with a white paint-coated paper on the ceiling, and you have decoration that's both beautiful and practical. Fadeproof, of course. Be sure to choose paint-coated paper for some room in your home. See Page 62 for amount needed.

SIDEWALL PAPER . . . 53 P 0799

Attractive chintz pattern as shown below. Double roll, 16 yds. 18 in. wide. Shipping weight, 3 pounds. 80¢

BORDER TO MATCH . . . 53 P 06799

You'll need this for a finishing touch. Measures 2¼ inches wide. Shipping weight, 1 ounce per yard. 6¢

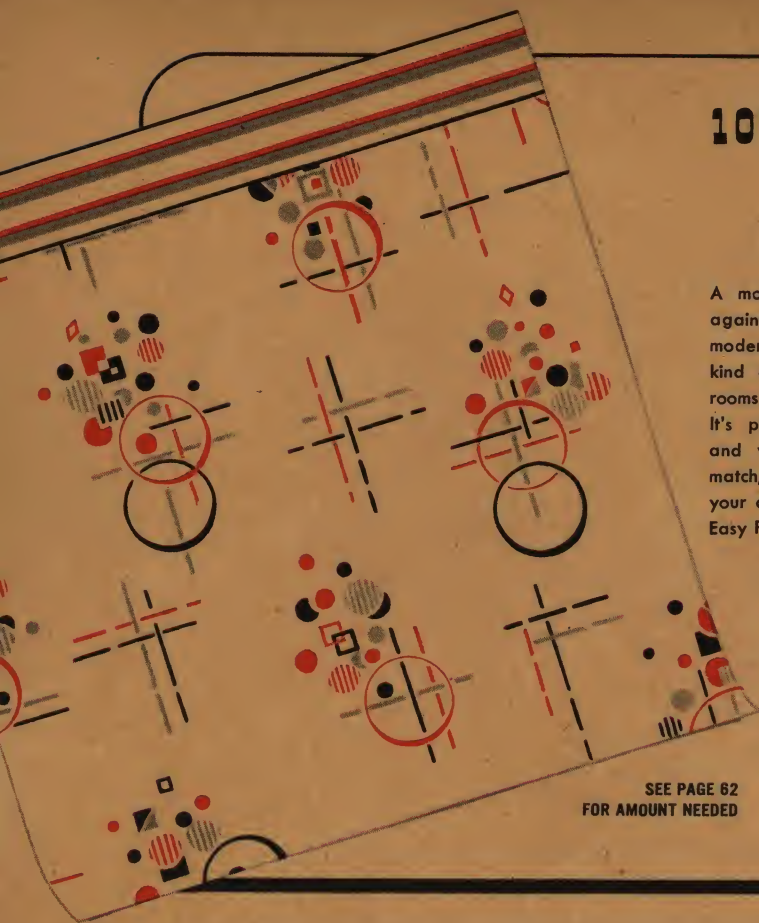
CEILING PAPER . . . 53 P 0797W

White paint-coated paper as shown on Page 82. Double roll, 16 yds. 18 in. wide. Shipping weight, 3 pounds. . 80¢

PAGE 83

SEE PAPER
BELOW





100% WASHABLE

40¢

A SINGLE ROLL
Average room costs
only \$6.56

A modern decorative motif in bright color against a white background will do wonders in modernizing your kitchen or bath. And, this kind of paper is such a wise selection for rooms where scrubbable walls are important. It's paint-coated, which means it will wear and wash like paint. A colorful border to match, a white paint-coated ceiling, and your decoration is complete! Include it on your Easy Payment Order. See Page 59 for details.

SIDEWALL PAPER... 53 P 0793

Illustrated at left. Double roll of 16 yds.
18 in. wide. Shpg. wt., 3 lbs. . . 80c

BORDER TO MATCH... 53 P 06795

2 1/4 inches wide. Illustrated at left. Shipping weight, 1 ounce per yard. . . . 6c

CEILING PAPER... 53 P 0797W

Plain white paint-coated paper. Double roll. Shipping weight, 3 pounds. . . 80c

SEE PAGE 62
FOR AMOUNT NEEDED

30-INCH BROCADE EFFECT

25¢

A SINGLE ROLL

A grand paper for your living room or dining room! It's one of those 30-inch brocade effects so much in demand. You'll like this one especially because the neutral tones are so smartly contrasted with green and rust. These touches of color give your walls depth as well as a glowing quality. It's washable and fadeproof, and like all Color-Perfect wallpapers, semi-trimmed, too. Costs little to paper with this design . . . it's easy to hang, too. Decide on it now! Refer to Page 87 for the amount needed.

SIDEWALL PAPER... 53 P 0853

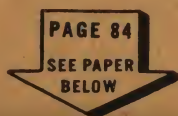
Brocade effect as shown below. Triple roll of 15 yards, 30 inches wide. Shipping weight, 3 pounds 8 ounces. . 75c

BORDER TO MATCH... 53 P 05853

Complete your decorating job to perfection. 2 3/4 inches wide. Shipping weight, 1 oz. per yard. 6c

CEILING PAPER... 53 P 0978

Cream color embossed ceiling. Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces. . 30c





ENGRAVED PAPER IN FIVE COLORS

You do like this paper, don't you! Well, then multiply your likes by five, because this expensive-looking engraved pattern is available in five popular background colors. We've shown you the gray background below, and you can have the same design in blue, green, peach, or tan. Naturally, you'll want to choose the color that blends best with your furnishings. Whatever background tone you select, you'll find touches of color to accent it beautifully, and to make your walls impressive.

Engraved papers usually sell for so much more than this one that you'll be pleased with the value. Then, remember, it's washable, fadeproof, and semi-trimmed, all features worth your consideration in selecting new decoration for your home. Choose it for your dining room, living room, or hall. You'll like it wherever you put it. A marbled effect on a cream background is recommended for the ceiling because it harmonizes with all the background colors to perfection! Better order right away!

AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average number of window and door openings. It is suggested that you order an extra roll for patching or repairing. If the room size you need is not shown here, see a more complete rollage chart on Page 62.

| Size of Room 9-Ft. Ceiling | Double Rolls Sidewall | Double Rolls Ceiling | Yards of Border | Cost, Room, COM- PLETE |
|-------------------------------|-----------------------------|----------------------------|-----------------------|------------------------------|
| 8 x 10 ft. | 4 | 2 | 14 | \$3.28 |
| 10 x 12 ft. | 5 | 2 | 16 | 3.86 |
| 10 x 14 ft. | 6 | 3 | 18 | 4.74 |
| 12 x 14 ft. | 6 | 3 | 19 | 4.80 |
| 12 x 16 ft. | 7 | 4 | 21 | 5.68 |
| 14 x 16 ft. | 8 | 4 | 22 | 6.20 |
| 14 x 18 ft. | 8 | 4 | 23 | 6.26 |

23¢

A SINGLE ROLL

This engraved paper costs only \$3.86 for a 10x12-ft. room

SIDEWALL PAPER

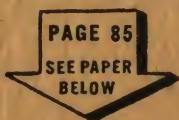
53 P 0705B—Blue 53 P 0705G—Green 53 P 0705P—Peach
53 P 0705S—Gray as shown below. 53 P 0705T—Tan
Double roll of 16 yards, Shipping weight, 2 pounds 8 ounces. 46c

BORDER TO MATCH

53 P 04705B—Blue 53 P 04705G—Green 53 P 04705P—Peach
53 P 04705S—Gray 53 P 04705T—Tan
Border is 2¼ inches wide. Shipping weight, 1 ounce per yard. 6c

CEILING PAPER

53 P 0980—Embossed marbled effect for all except tan.
53 P 0978—Cream color embossed paper for tan sidewall.
Double roll. Shipping weight, 2 pounds 8 ounces. 30c





22¢

2-POUND BAG



Sears
MASTER-ART

**PURE WHEAT
PASTE**

FOR WARM OR COLD WATER

- Absorb more water than ordinary paste, goes further and shows lower cost per roll.
- Holds tightly without wrinkling, loosening, or forming lumps. Will not sour or stain; vermin-proof.
- Dries slowly enough to permit sliding paper on wall to match pattern.

PURE WHEAT PASTE...

Only the finest wheat crops go into the making of Sears Master-Art pure wheat paste. The result is better quality paste that works easier, goes further, and sticks better. Pure wheat paste has higher adhesive strength than blended pastes. Easy to mix with cold water. Spreads evenly. Be sure to include Master-Art pure wheat paste in your order for Color-Perfect wallpaper. Sold in two sizes—2-lb. and 5-lb. bags.

53 P 4—2-LB. BAG

Contains enough paste for papering an average size room. Shipping weight, 2 pounds 5 ounces.....**22c**

53 P 5—5-LB. BAG

You save more on this larger size. Enough for three average rooms. Shipping weight, 5 pounds 5 ounces.....**53c**

ROLLAGE CHART

for 30-inch Wallpaper

★ IMPORTANT

No allowance has been made in this chart for door and window openings, but only for matching the pattern. For directions on how much to deduct for openings, see Page 31

561-556

| Size of room in feet | Triple Rolls of 30-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling | Size of room in feet | Triple Rolls of 30-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling | Size of room in feet | Triple Rolls of 30-inch Sidewall according to height of rooms | | | Yards of Border | Double Rolls of Ceiling |
|----------------------|---|-------|--------|-----------------|-------------------------|----------------------|---|-------|--------|-----------------|-------------------------|----------------------|---|-------|--------|-----------------|-------------------------|
| | 8 Ft. | 9 Ft. | 10 Ft. | | | | 8 Ft. | 9 Ft. | 10 Ft. | | | | 8 Ft. | 9 Ft. | 10 Ft. | | |
| 8x8 | 3 | 3 | 4 | 12 | 1 | 10x16 | 5 | 5 | 6 | 19 | 3 | 15x16 | 5 | 6 | 7 | 23 | 4 |
| 8x10 | 3 | 4 | 4 | 14 | 2 | 12x12 | 4 | 5 | 5 | 18 | 3 | 15x18 | 6 | 6 | 7 | 24 | 5 |
| 8x12 | 4 | 4 | 5 | 15 | 2 | 12x14 | 5 | 5 | 6 | 19 | 3 | 15x20 | 6 | 7 | 8 | 25 | 5 |
| 8x14 | 4 | 4 | 5 | 16 | 2 | 12x16 | 5 | 6 | 6 | 21 | 4 | 16x16 | 6 | 6 | 7 | 23 | 4 |
| 9x10 | 4 | 4 | 4 | 14 | 2 | 12x18 | 5 | 6 | 7 | 22 | 4 | 16x18 | 6 | 7 | 7 | 25 | 5 |
| 9x12 | 4 | 4 | 5 | 16 | 2 | 13x14 | 5 | 5 | 6 | 20 | 3 | 16x20 | 6 | 7 | 8 | 26 | 5 |
| 9x14 | 4 | 5 | 5 | 17 | 2 | 13x16 | 5 | 6 | 6 | 21 | 4 | 16x24 | 7 | 8 | 9 | 29 | 6 |
| 9x16 | 5 | 5 | 6 | 18 | 3 | 13x18 | 5 | 6 | 7 | 23 | 4 | 18x20 | 7 | 7 | 8 | 28 | 6 |
| 10x10 | 4 | 4 | 5 | 15 | 2 | 14x14 | 5 | 6 | 6 | 20 | 4 | 18x24 | 7 | 8 | 9 | 31 | 7 |
| 10x12 | 4 | 4 | 5 | 16 | 2 | 14x16 | 5 | 6 | 7 | 22 | 4 | 20x24 | 8 | 8 | 9 | 32 | 8 |
| 10x14 | 4 | 5 | 5 | 18 | 3 | 14x18 | 6 | 6 | 7 | 23 | 4 | 20x30 | 9 | 9 | 10 | 36 | 10 |



*for the Smartest
Homes in America*

A brilliant collection of wallpapers for 1940—fashion-right as a Paris opening—presented in a completely new TRI-VUE * PORTFOLIO that makes it possible for you to see not one but many patterns at a time, helps you coordinate color schemes, makes selection easy. Over 150 papers—laboratory-tested for washable and fadeproof qualities, room-tested for perfect decoration, paperhanger-tested for easy handling and matching. All with Sears famous semi-trimmed edge that saves you time. And at Sears low prices that actually save you up to 75%

(A) Designed for Joan Bennett
Piquant as the lovely lady herself!
53 P 0655—Sidewall. Dbl. roll36c
53 P 04655—Border to match. Per yd. 6c
53 P 0976—White ceiling. Dbl. roll . . .30c

(B) Modern in the 1940 manner
Also in taupe or blue. Refer to Page 69.
53 P 0627Y—Sidewall. Double roll . . .36c
53 P 04627Y—Border to match. Per yd. 6c
53 P 0976—White ceiling. Dbl. roll . . .30c

(D) Designed for Hedda Hopper
who knows Hollywood—and wallpaper.
53 P 0723—Sidewall. Double roll50c
53 P 04723—Border to match. Per yd. 6c
53 P 0976—White ceiling. Dbl. roll . . .30c

(C) Ivy Climbs High in Favor
Equally smart for walls and ceilings.
53 P 0519—Sidewall. Double roll30c
53 P 04519—Border to match. Per yd. 5½c
53 P 0976—White ceiling. Dbl. roll . . .30c

See Page 62 for amount needed . . . Shipping weights, Double roll, 2 pounds. Border, 1 ounce per yard

